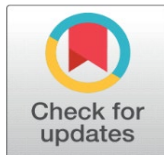
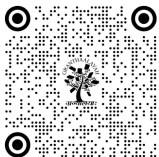


WOMEN EMPLOYMENT AND ENTREPRENEURSHIP: A SYSTEMATIC REVIEW OF TRENDS AND PATTERNS POST UTILIZATION OF NEW MEDIA TECHNOLOGIES

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ABSTRACT

The rapid spread of COVID-19 across the country and the subsequent lockdowns disrupted a substantial number of businesses across the country. Small businesses, especially those owned and operated by women, have been affected by the epidemic, which has exacerbated the situation. In addition, the information gleaned from the applications revealed that despite these challenging circumstances, women had demonstrated remarkably high levels of leadership, happiness, and resilience. In 2020, women initiated twice as many Facebook-based fundraising campaigns as men. Moreover, female-initiated events received twice as many donations, accounting for 64% of the total cash donations. In addition, this research provides information on how businesswomen can utilize social media successfully in their operations, as well as variables that are advantageous to these businesswomen when conducting online business on social media. The objective of this study is to examine the pattern and trend of women's employment and entrepreneurship post utilization of new media. The study reveals that despite the presence of educational and socioeconomic issues, tribal women entrepreneurs have emerged in the last few decades with the aid of government-sponsored economic programs, and they are also improving their society.

Keywords: Women, Education, Entrepreneurship, Women Employment, Covid-19, Social Media

1. INTRODUCTION

The COVID-19 pandemic has caused major disruption to all sectors (Fendel, 2020). However, the spread is particularly dangerous for small and medium-sized enterprises (SMEs), also known as MSEs (Kaur, 2020; Shafi, 2020). Women entrepreneurs in this field face many challenges to overcome their male counterparts, such as gender bias, lack of connections or education, and fewer financial constraints. They also have to fight the perception that they are less successful than men (Villasaca, 2020; Halabisky, 2017). In addition, women-owned businesses still face challenges such as balancing work and family responsibilities, hiring and retaining talented employees, and responding to technological change and finance (Mandishaya, 2015). The expansion, long-term profitability and overall

success of women entrepreneurs compared to men entrepreneurs will be affected by family relationships (Naidu, 2010; Etim, 2020).

The Government of India has launched a campaign called Startup India to recognize entrepreneurship as a key driver of wealth creation and industrial growth in India. This study aims to provide an analysis of women entrepreneurs and the environment in which they thrive, focusing on the problems faced by women entrepreneurs and the impact of these problems on their health. Vidya Shah, Chairperson of EdelGive Foundation (Fleet, 2012) said, "Indian women have pioneered a paradigm shift in economic development, creating future business opportunities for women." The importance of creating new jobs and business processes cannot be overlooked. Indian women are challenging centuries of tradition to make a name for themselves in the business world. The opportunities provided by collaborative work also provide them with financial security and allow them to showcase their leadership skills. However, it is her business success that has given her the strength and confidence to set an example for the rest of the world. There are currently 8.05 million women running their businesses in India. They account for about 14% of India's total market.

According to the Enterprise Survey 2020-21 presented in Parliament on Friday, the government has recognized 41,061 startups as of December 23, 2020. According to the survey, over 39,000 businesses have reported a total of 470,000 job openings. However, the investigation did not provide any additional information. There are currently 38 unicorns (companies valued at at least \$1 billion), making India the third largest startup ecosystem in the world with around 12 unicorn companies. India currently has the third-largest economy in the world and analysts predict that this economy will continue to grow at an annual rate of 12 to 15 percent. As of 2018, there are over 50,000 startups in India, of which 8,900 to 9,300 are due to technological advancements. Two to three new tech startups are launched every day, with 1,300 new tech startups launched in 2019 alone (India Startup Ecosystem, 2021).

The issue of small business ownership and self-employment has been studied from many perspectives; however, research on women entrepreneurs has not received much attention. Additionally, eligibility issues often prevent them from accessing government programs that support small businesses related to business loans, while women entrepreneurs rely more on illicit money (Orser, 2020). Therefore, women business owners are turning to digital marketing to expand their customers and companies. It is estimated that 54% of women micro-business owners now use the internet to sell their products (UN Women, 2020). Women have used various cash management, transfer, collaboration, and digital marketing methods to overcome these problems (Sultan, 2020). Therefore, social media has become a savior for many businesses as both large and small business owners use it to connect with customers and offer them the right products and services (Kaur, 2020).

2. REVIEW OF LITERATURE

Halabisky (2017) believes that the level of entrepreneurship has a positive impact on the long-term survival of the economy. Successful entrepreneurship can contribute to economic, technological, and social development. They create new jobs and new wealth by entering new markets and providing new services. When the economy is stagnant, introducing new products and expanding the production process can lead to productivity and competition, which can lead to economic growth and a better life. It also helps women entrepreneurs to become independent

business owners and organizations. Less than in the country. Encouraging women's participation in business life in developed and underdeveloped regions can change women's status in the family, society, and community. Two examples include gaining financial independence and entering the workforce in a country historically reserved for men. family. This does not mean that women are not capable; rather, it is due to the machismo that has existed throughout history. A study by Korreck (2019) revealed that the pandemic caused problems for small businesses, especially women. At the same time, the information we collected from the petitions shows that despite these difficult conditions, women are making good progress in the cultural, health, and social fields. The findings show that women are leading in community building and fundraising, have established 2.7 times more organizations fighting COVID-19, and have four times more members than men. In 2020, women posted twice as many fundraisers on Facebook as men received twice as many donations, and accounted for 64% of all revenue.

According to Balakrishnan (2021), the second wave of COVID-19 has caused unemployment and underemployment in both urban and rural areas, with the outbreak far greater than the first wave in semi-urban and rural areas. According to a study by Bain & Company, COVID-19 has affected over 73% of women entrepreneurs in India, with 20% seeing their income drop to zero. According to Nagma (2021), 57% of women entrepreneurs have experienced economic downturns and lost income as a result. Our recent research at Udyam Street supports this claim. They also have the discretion to make creative choices to make their ideas useful. Due to the social culture of India, highly educated Indian women still have a long way to go before they can enjoy rights and status. This is because men control the social and psychological aspects that are integrated into Indian society. They successfully compete with men and compete with them in every aspect of life, including the workplace. This includes the workplace. These women leaders are willing to take risks and are confident in their ability to persuade others. They have been able to win this battle because they have worked hard, worked hard and remained calm. This study aims to increase the awareness of society about women's entrepreneurship and help them understand its impact on many aspects of global development (emotional, economic, etc.). They presented a qualitative study based on 10 in-depth interviews and analyzed the interviews from a relative perspective. It focuses only on comparing various incentives. This article answers the following questions: Why does gender discrimination still exist in the business world? What can we do with information on the best strategies to encourage women entrepreneurs to start their businesses? From a feminist perspective, this study argues that current policies that encourage women entrepreneurs will help women in particular, but will be allowed to continue if gender inequality in the workplace is not fully present. They examine the relationship between the goals of women entrepreneurs and the challenges they face, while often providing important insights into some theoretical issues and some of the implications that will influence policymakers in others.

3. WOMEN ENTREPRENEURSHIP IN INDIA

The growth and general well-being of any country are generally considered to be dependent on the advancement of women. Women who are constantly receiving work, financial, and social support and are active are called women entrepreneurs (Pirakatheeswari, 2015). A person is considered an entrepreneur when they understand the need to break away from the group to meet their own needs and become financially independent. Women with good entrepreneurial skills are

qualified to be leaders in their families and communities because they are born with a desire to make a positive contribution to the world. A person who establishes a sole proprietorship is a director of a private company or a joint stock company, or is an investor in a financial institution that they currently manage is called a "woman entrepreneur". Women can plan, manage, and control the work of their organization and have the confidence to do so. Invest and provide at least 51% of the jobs created by the business to women. According to this standard, at least 51% of the employees of the companies must be women. A study by the Women and Entrepreneurship Association of India shows that 58% of women entrepreneurs in India are between the ages of 25 and 30. Women Many studies show that women constitute 25 to 35 percent of the workforce and the numbers are increasing. Financial analysts and other financial experts say that more and more women are increasing their participation in new businesses because they are encouraged by the well-known stories of startups overcoming adversity in India and around the world (Hariharan, 2014). A good example for House is a woman who comes up with new business ideas, builds her business on them, and uses her initiative to drive success. Women in India face many challenges when seeking career advancement. Women entrepreneurs face many challenges while scaling their companies (Vijayakumar, 2013).

Objectives of the Study

- 1) To understand the pattern and trend of women's employment and entrepreneurship in India.
- 2) To analyze the challenges faced by women entrepreneurs in India.

4. METHODOLOGY

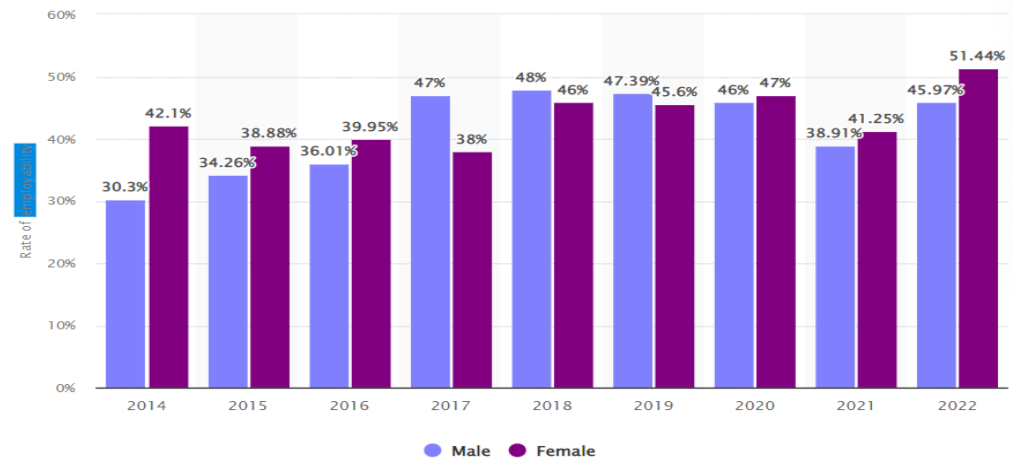
This conceptual paper is based on a descriptive research design, and it focuses on a thorough analysis of secondary data gathered from a variety of government reports, books, national and international journals, and publications from a variety of websites that focus on various aspects of women's entrepreneurship and reported results of census surveys, newspapers, journals, websites, and other sources. The paper is an attempt to systematically review the existing literature available in the field of women employment and entrepreneurship through new media and how new media has played a key role in this. The research paper also reviews the trends and patterns of women employment and rates of employability with respect to gender from 2014-2022 and discusses the factors that influence the rise of women entrepreneurs in India in context of new media applications.

5. TRENDS AND PATTERNS OF WOMEN'S EMPLOYMENT AND ENTREPRENEURSHIP

According to the latest results of the Labor Force Survey of India (PLFS) 2018-19, the country's low female labor force participation rate (WPR) is likely to continue declining. India's WPR is already one of the lowest in the world. According to the latest five-year Employment and Unemployment Survey (EUS) of the National Sample Survey (NSS), the WPR of women across India was 32-12% in 2011, while it was 25% in 2018-19, according to the PLFS data. This difference can be attributed to the fact that in previous years, more women were working in cooperatives. There were declines in WPR for both male and female workers in urban and townships between 2011-12 and 2018-19; the largest decline (lowest percentage) was seen among women workers in rural areas. Since 2012, many women have been working on good projects.

This includes activities such as cooking, cleaning, laundry, and shopping, as well as looking after the young and old (Chakraborty, 2007). Surprisingly, the time women spend working at home and the related problems decreased from December 2011 to 2018-19, which may be a good indication of how much money women spend on infrastructure, including access to more gas and drinking water. However, the researchers may have incorrectly classified it as something different because the variables below are limited to household chores. The data also suggests that higher education may be responsible for the increase in open unemployment among women.

6. RATE OF EMPLOYABILITY ACROSS INDIA FROM 2014 TO 2022, BY GENDER



Source: Statista (2024), <https://www.statista.com/statistics/1043310/india-employability-rate-by-gender/>

In India, the proportion of men and women who could find work in 2022 increased compared to the previous year. In that year, women made up just over 51% of the workforce-eligible population. In reality, since 2016, a bigger number of women than men have made up India's talent pool for hiring. This represented a very beneficial growth for the nation's commercial sector as well as the social institutions that have been established all around the country.

7. FACTORS INFLUENCING THE RISE OF WOMEN ENTREPRENEURSHIP IN INDIA

- 1) One of the major obstacles women faced while starting a business was a lack of financial resources. When it comes to providing business financing to women entrepreneurs, traditional lenders have strict criteria. These included the requirement for security, the presence of a guarantor, and various other elements. It is now considerably easier for a woman to obtain financing for her business thanks to the advent of online lending services.
- 2) Another significant aspect that has contributed to the country's rapid increase of female entrepreneurs is the capacity to conduct business online. Nowadays, one can sell goods without ever leaving the comfort of their own house. An entrepreneur who is a woman can quickly transport goods across the nation or perhaps the world by using online shipping.

- 3) The accessibility of social media: Just a few years ago, marketing was one of the biggest obstacles that both men and women business owners had to overcome. The rise of social media platforms like Instagram, Facebook, and others has made it easier than ever to spread the word about one's goods and services.

8. WOMEN ENTREPRENEURSHIP THROUGH NEW MEDIA

Web 2.0 has given rise to new businesses by making collaboration possible in a way that was previously impossible. Governments and nonprofits are currently working to develop management practices based on internationally accepted monitoring and evaluation (M&E) procedures. These changes are a result of technological development and are inseparable from an organization's attempts to be effective in digital marketing. Digital marketing is the process of building a new business that creatively utilizes existing technology. Business and technology have come together to create a major global impact. Technology uses digitalization and artificial intelligence to expand resources, improve quality, and expand businesses and customers worldwide. Social media and newly developed technologies are frequently used in the digital world to contribute by connecting people with original and unique ideas. For example, Mark Zuckerberg is a digital entrepreneur because Facebook is the basis of his online financial success. New ideas and technologies are constantly being developed to take advantage of the possibilities of digital platforms. The most important difference between marketing and digital marketing is both obvious and subtle. When a new business launches a digital product, consumers will have a different response to the brand (García, 2016). A new era is beginning in which successful female entrepreneurs will increase. According to historical evidence, female entrepreneurship was much less in the past than it is today. Before the twentieth century. The pandemic has also affected gender, particularly in favor of women, and has widened the gap between men and women in economic status, security, and health. Globally, more women than men have lost their jobs as a direct result of COVID-19, approximately 1.8 times the rate. As a result, women are now more unemployed than men, at 5.7% compared to 3.1%. India has also been severely affected by COVID-19, with the country's unemployment rate standing at 6.9% as of February 2021. The second wave of COVID-19 has led to rapid unemployment and unemployment in urban and rural areas; semi-urban and remote areas suffered more from the spread of the virus. The disease spread better than the first wave. According to a study by Bain & Company, COVID-19 has negatively affected more than 73% of women entrepreneurs in India, with 20% seeing zero income. All social media platforms like Instagram, WhatsApp, and Facebook have become marketing tools for women entrepreneurs during the Covid-19 period. These platforms provide women business owners with the opportunity to connect with their existing customers and also allow them to grow their businesses far beyond their current business. While managing digital payments was considered optional in the past, it is now considered the responsibility of women entrepreneurs. They have shifted to digital commerce and all transactions are made using net banking and UPI payment services like BHIM, PhonePe, Paytm, Google Pay, and WhatsApp Pay. Due to the restrictions during the COVID-19 period, we now understand that women entrepreneurs can only achieve success with the help of the ecosystem, with a change in attitude and courage. It can be said that social media is more than just communicating with people online.

9. CONCLUSION

Based on the current findings, India should conduct an assessment to determine the specific needs of its country before developing and implementing appropriate programs. It also teaches emotional support and social support information, teaches skills such as accounting and communication language, and promotes products produced by women entrepreneurs in return for tax benefits. In summary, it is suggested that they set up workshops at the municipal level based on the findings that are deemed most important. The recommendations given here are based on the research findings. All they need to do is have the right mindset, have a clear idea of what they want to achieve, and be determined enough to overcome all the challenges that come their way. The Indian government is also committed to supporting the cause of women's rights. The government is increasing funding for education opportunities for girls and women and expanding educational opportunities for women and girls. This is one of the many things it is doing to advance women in society. Stay informed about new business ideas in the country, especially for women entrepreneurs, and make the most of these programs. Stay informed about the latest business ideas in the country, especially for women entrepreneurs. Recent developments such as digitization, liberalization, growth of online shopping, and the introduction of social media have led to progress in recent years. These events have led to great success. Today, most of the new companies in India are led by women or have at least one female co-founder. This trend has become more prevalent in recent years. This trend is especially in the field of information technology.

CONFLICT OF INTERESTS

None.

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