Empowering Rural Women through Self Employability and Entrepreneurship: Designing a Web Enabled System

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Abstract

Information Communication Technologies (ICT) are closely linked to power and the ability to affect change. It can create new opportunities by expanding information flows and by making communications more accessible, people living in paucity can make better choices, voice their opinions, demand their rights and have more power over their own lives. If not, lack of access to information and communication technologies becomes a significant factor in the further marginalization of women from the economic, social, and political mainstream of their countries and of the world. ICT can be a powerful channel for political, social and types of empowerment of women, and the promotion of gender equality. Internet gives them a platform where people can interact with each other without hesitation as they are unaware of each other's identity. ICT offer the opportunities for direct, interactive communication even by those who lack skills, who are illiterate, lack mobility and have little self-confidence.

Keywords
Self Help Groups; ICT, Entrepreneurship; Rural Women Self Employability; Skill Development

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Introduction

Potential of women towards development of society or region or country has been witnessed many times high then men, when right opportunities are given. Lot of examples one can find in the history of human civilization in any field, may be of Politics, Religion, Science, Environment, Defense, Entertainment, Culture, Sports are even any International leadership particularly the present century has made great number of women to venture as path breakers, performers and leaders in all walks of public life's. Of course, great amount of Commitment, Hard work, Perseverance, Passion and Intelligence required to overcome challenges and limitations, which is always higher rate than the men even in this digital knowledge world. Last two decades, particularly the advent of internet communication mobile technology has made a seed change in terms of connecting people towards income generation and sustenance. Potential of internet could evident that the income generation across the globe as 64.4 billion dollars for the years 2009-2018. It's also evident that the growth of Gross domestic product (GDP) in India has increased from 8.9% to 9.6-% from the year 2000-2020. Hence, the present research aims at identifying vistas and avenues where the women folk can venture even sitting at their home, using the potential of internet and mobile technologies. This paper identifying a set of useful resources where the educated rural women could became entrepreneurs and find self employability opportunities.

Review of the literature

Sultan, M. T., & Sharmin, F. (2020) Social media create enormous opportunity for entrepreneurship towards women in the developing country. Rural educated women are utilizing these opportunities for 24/7 business development through virtual platforms. In this context, this study aims to investigate the in-depth insights into women entrepreneurs' behavioral intention to use Facebook live for entrepreneurship marketing. Data were collected using an online survey from 283 women entrepreneurs in Bangladesh who have an online store on Facebook. Confirmatory factor analysis and structural equation modeling employed to examine the hypothetical relationship that constructs. The results suggested that social media live marketing was influenced by women's compatibility, ease of use and usefulness. Additionally, social media usage influence on brand awareness building, while ease of use had a strong direct influence on intention to use

Facebook live marketing. The finding confirmed that social media compatibility, usefulness, brand awareness creation is the most significant factors toward women entrepreneurship success. The theoretical and practical implications of the study are discussed.

Dhanamalar, M., Preethi, S., & Yuvashree, S. (2020) .Women's empowerment plays a crucial role in the overall development of any society besides positively impacting the daily lives of women. The winds of radical change in the fields of employment and information technology have brought with them a wide range of opportunities for women in India and across the globe. The primary objective of this study is to find the usage of digitization in rural regions and urban regions by women. The study aims to perceive how basic internet centres and training should be provided for rural women to help them utilize the internet facilities.. The development of mobile technology has brought the world to one's fingertips and has allowed women to update themselves about everyday national and global news. Education not only enables rural women in digitization but also helps them to empower themselves economically. Towards this end, it would be advantageous for rural women to learn to use the internet via smartphones, carry out financial transactions online, and become aware of global trends.

Venkatesh, V., Shaw, J. D., et. al. (2017) addressed a grand economic challenge faced by women in rural India. consider the interplay of women's social networks (ties to family, to community, and to men in power), information and communication technology (ICT) use, and time in relating to the initiation and success of women's entrepreneurial ventures. Results from a seven-year field quasi-experiment in 20 rural villages in India support the model. Tied to family and community positively, and to men in power negatively, relate to ICT use, entrepreneurial activity, and entrepreneurial profit. ICT intervention also strongly impacts entrepreneurship, with 160 new businesses in the 10 intervention villages compared to 40 in the controls. Results also demonstrate the dynamic interplay of social networks and ICT use. For ties to family and community, the amplification effect is such that the highest levels of entrepreneurial activity and success are observed among women with high centrality and ICT use—effects that increase over time.

Scope of the Study

Women's Empowerment educates and empowers women who are experiencing homelessness with the skills and confidence necessary to get a job, maintain a healthy lifestyle, and regain a home for themselves and their children. "Women's work is invisible … women are at the base of the economic pyramid. Women are stuck on a 'sticky floor' of low technology, low productivity, low skills, low earnings and low dignity." Women reinvest 90% of their income into the family, compared to 30 to 40% by men. This means women spend more on their children—food, shelter, and education—which creates long-term social and economic gains for their communities. This makes them an integral part of ending the cycle of poverty. In fact, if women had the same access to productive resources as men, they could increase yields on their farm by 20 to 30%. ICT opens up a direct window for women to the outside world. Information now flows to them without distortion or any form of censoring, and they have access to same information as their male counterpart.

Objectives of the Study

- To identify the areas were rural women can have startups venture to start their own business with minimal investment.
- To provide an opportunity for the rural women to generate the income in a professional way using online opportunity.
- To make aware the rural women folk the fields and avenues of their interest
- To identify and tap the potential resources and opportunity for women entrepreneurship ventures.
- To list the resources and guidelines and to make use the government and private entrepreneur initiatives.
- To develop web enabled system for providing information and training materials to the rural women on self employability.

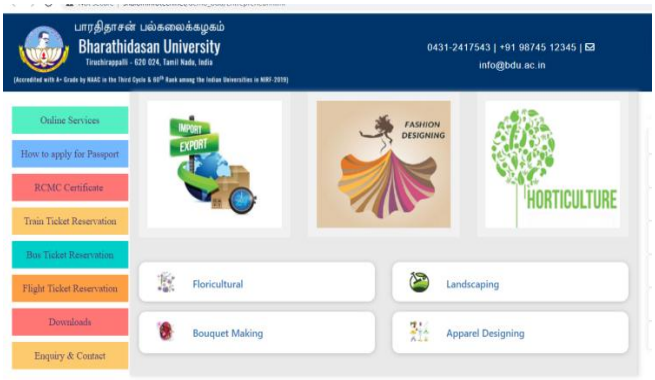


Figure 1: *Website for Rural Women Entrepreneurship*

Figure 1 shows the home page of Rural Women Entrepreneurship, in which we can access the online services, applying for passport, booking of train, bus and flight tickets. it also provide other useful links such as floriculture, horticulture business, import export details. In the sense this website is designed for Rural Women Entrepreneurship which is structured with informal links on Fashion Designing, Horticulture, Landscaping Floriculture, Bouquet Making Apparel designing. It is enlighten the idea of women to create and start small enterprises. They can shine from themselves by their creativity can turn out to be a business idea and even the best home business idea.

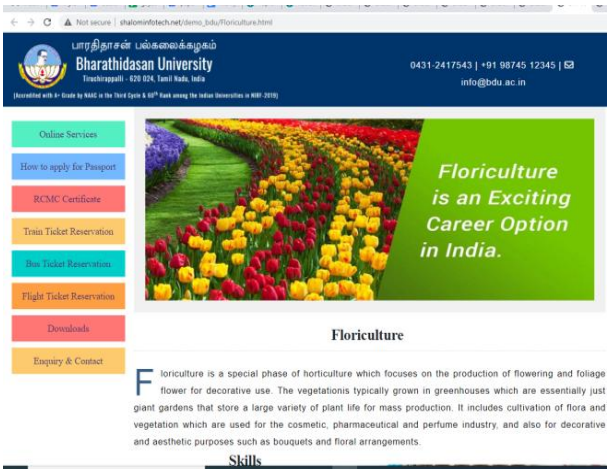


Figure 2: *Webpage for Horticulture*

Horticulture has been described as the cultivation of crops, usually for food, equipment, convenience and beauty. “Horticulture is the cultivation of flowers, fruits and vegetables and decorative and fancy plants. This website provides the detailed guidelines on various methods of cultivation, processing and sale of fruits, nuts, vegetables and ornamental plant life as well as many extra services.



Figure 3: *Webpage for Fashion Designing*

Fashion design is an art of making clothes and accessories. They investigate the sketching and drawing of their design ideas. In the trend of business, there is a massive scope for boom. The fashion industry covers numerous categories, from girls wearing, menswear, youth wear, luxury goods, sporting shoes, and bridal wear. It is clear that the demand will be higher for any fashion items you manufacture and promote. Now it's up to the caliber of the individual women or women group to identify the market opportunities and turn them into a successful business.



Figure 4: *Webpage for Bouquet Making*

A flower bouquet is a creative association collection of flowers. Flower bouquets can be arranged or handheld in order to beautify homes or authorities buildings. Handheld bouquets, inclusive of nosegay, crescent, and cascading bouquets, are classified by means of quite a number common forms and styles. For special activities such as birthdays or

anniversaries, flowers bouquets are often provided. They are additionally broadly used in marriages. Bouquets in vases or planters can be arranged in common or present day styles. Training materials on preparing bouquet for difficult occasion and different budgets were added in the website.

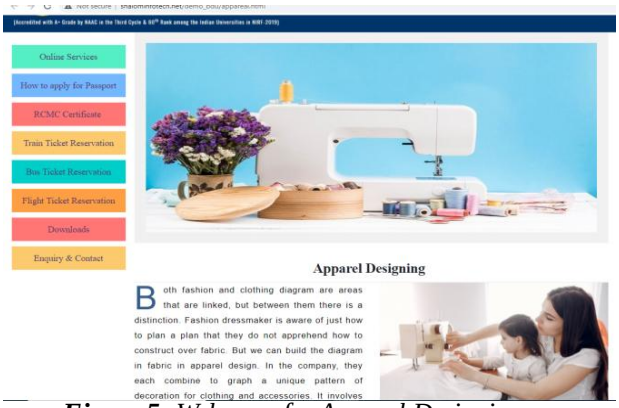


Figure 5: *Webpage for Apparel Designing*

Both fashion and clothing diagram are areas that are linked, but between them there is a distinction. Fashion dressmaker is aware of just how to plan a plan that they do not apprehend how to construct over fabric. They each combine to graph a unique pattern of decoration for clothing and accessories. It involves the entire way in which the fabric item is designed.



Figure 6*: Webpage Ministry of Micro, Small & Medium Enterprises Registration*

The Government of India has introduced MSME or Micro, Small, and Medium Enterprises in agreement with Micro, Small and Medium Enterprises Development (MSMED) Act of 2006. These enterprises primarily engaged in the production, manufacturing, processing, or preservation of goods and commodities. MSMEs are an important sector for the Indian economy and have contributed immensely to the country's socio-economic development. It not only generates employment opportunities but also works hand-in-hand towards the development of the nation's backward and rural areas. According to the annual report by the Government (2018-19), there are around 6, 08, 41,245 MSMEs in India. MSME Links and guidelines for how to apply is for starting an enterprise and availing loans also provided in this website.

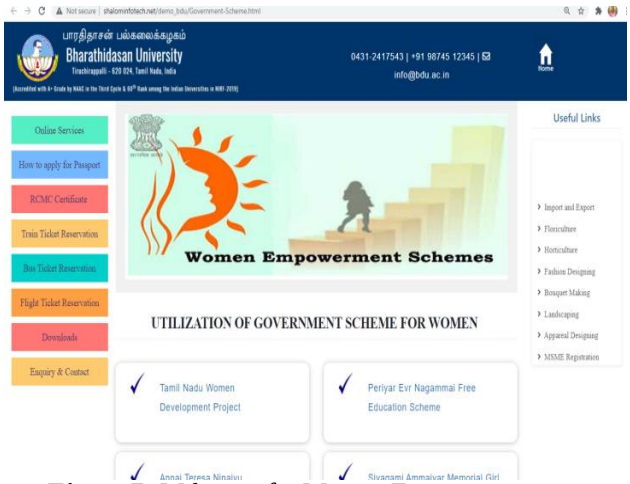


Figure 7: *Webpage for Women Empowerment Schemes*

This webpage illustrate various government schemes for women to encourage the women entrepreneurship namely Tamil Nadu Women Development Project, Periyar EVR Nagammai Free Education Scheme, Sivagami Ammaiyar Memorial Girl Child Protection Scheme, Urban Cooperative Banks - Loan For Maternity Loan Through Self Help Groups and so on.

Innovativeness in this paper

The research variable studied towards ensuing acquisition of skills and traits for entrepreneurship and employability analyzed and a portal is designed on the parameters to reveal and leverage the employability and entrepreneurship opportunities in the areas of garments, ornaments, Apparel and fashion industry, Paintings, Health and Hygiene, Child Care, Arts and crafts, Catering and Tourism, Food Processing Industry, Pharmaceutical and Biotechnology, export/import and so on will be identified and evolved as web enabled data search object repository with search interface also links the potential trainers in a range of Industry application in the region, It gives solution for setting up distributed

onsite and online training centers for women in rural areas

Conclusion

It can be said that today we are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate, efforts are being taken at the economy as well as global level to enhance woman's involvement in the enterprise sector. The self help groups and micro enterprises had major impact on social and economic life of rural women. The study concludes that there was an increase in self-confidence, self-reliance and independence of rural women due to the involvement in the entrepreneurial and other activities of self help groups. Now women entrepreneurs are aware of opportunities available to them, but there is scope for improvement in it. The economic status of the women is now accepted as an indicator of a society's stage of development and therefore it becomes crucial for the government to frame policies for development of entrepreneurship among women. Raised literacy level could be helpful for the self help groups members to overcome cognitive limitations and to understand government policies, technical understanding and gaining required skills.

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