

## **Women Entrepreneurs with New Age Media**

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### **Abstract:**

Almost all the people in our country collect and get information about government, entertainment, sports, market, employment and so on through media. Media includes print media, electronic media and new age media. Media plays a very important role in the development of a society. Women are considered as an important part of the society. Now a days women are playing a great role in the development of society by converting themselves as entrepreneurs. Women entrepreneurs create new jobs not only for themselves but also for others and provide variety of solutions of the problems faced by the society and by the management, organization and other business houses. However, they still represent a minority of all entrepreneurs. Women entrepreneurs often face gender-based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms; limited mobility and access to information and networks, etc. In this paper an attempt has been made to identify the role of new age media in the enhancement of women of entrepreneurship. Results indicate that women entrepreneurs are not using the new age media as a good medium to promote their products and business.

**Keywords:** *New age media, Entrepreneurship and Women Entrepreneurship*

### **Introduction:**

Media is the plural form of the word medium. The term 'media' can be defined as a communication channels through which news, entertainment, education, data, or promotional messages are disseminated. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet. There are two types of media basically exist in almost every country. They are traditional media and new age media popularly known as social media. Traditional media includes television, radio, newspapers, magazines, newsletters, and other print publications and new age media includes internet forums, blogs, wikis, video-sharing and mobile phones. The World Wide Web has changed the way companies advertise and market their businesses. The days of newspaper and expensive yellow page ads are over. Interactive social network websites (Google Groups, Wikipedia, MySpace, FaceBook, YouTube, Orkut and Twitter) will spread our message instantly. We can concentrate on qualified clients by taking advantage of community sites that do the profiling for us. Media plays a very important role in the development of a society. Women are considered as an important part of

the society. Now a days women are also playing a great role in the development of society by converting themselves as entrepreneurs. Women entrepreneurship has been recognized as an important source of economic growth.

### **Concept Of Entrepreneurship And Women Entrepreneur:**

The origin of the basic word “entrepreneurship” is from a French word “Entree” is “To enter” and “Prendre” “to take” and in general sense applies to any person starting a new project or trying a new opportunity. The oxford English dictionary 1897 defines the term “Entrepreneur” in similar way as the director or the manager of public musical institution, one who gets up entertainment arranged, especially musical performance. Initially in the early sixteenth century applied to those who were engaged in military expeditions. In seventeenth century it was extended to cover civil engineering activities such as construction and fortification. Since then the term entrepreneur is used in various ways.

### **Women Entrepreneurship:**

Women entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined a woman entrepreneurship as "an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women". In India, women constitute around 48 percent of the population but their participation in the economic activities is only 34 percent.

The traditional roles of housewives are gradually changing into women entrepreneurs. Some of the factors responsible for these changes are better education, changing socio cultural values and need for supplementary income. When proper exposure, education and knowledge are imparted to them, Indian women will prove themselves to be highly potential productive force for the development of the nation. Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stands on their own legs. A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do some thing new. Such a situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon them

### **Media And Entrepreneurship:**

Media played an important role in the development and promotion of entrepreneurial spirit in India. An entrepreneurial activity has not been seen as a dynamic career option in India. Many people especially youths of India does not consider it much. They are rather choosing it as a last option or taking it as a responsibility coming up from family business. Gujarat and Rajasthan are two the states of our country were

entrepreneurship has been taken as good career option. And the rest it is not seen and taken as a good career option. But surprisingly, Kerala is one state in our country where entrepreneurial activities has been carried out with lots of passion and ambition. And another surprising fact is that women are also taking active part in the entrepreneurial activities. India has the most number of women entrepreneurs in the state of Kerala. It is the media who played a very active role in promotion of entrepreneurship related information and activities:

1. Advertisement of government promotional activities in the news paper (local and regional).
2. Provide vital information regarding the ability of raw materials, machines and equipment through hoarding and posters in the roads, lanes and streets.
3. Provide information about the motivational entrepreneurship programmes to the unemployed youths through newspaper, magazine, radio and television.
4. Helping people acquire new knowledge and needed skills.
5. Using communication to promote hard work, cooperation and coordination between various organizations through multi-disciplinary programmes.
6. Increase the access of men and women towards entrepreneurial activity by promoting Government schemes through newspaper, radio and television.
7. Provide information to the masses regarding a entrepreneurial product

#### Objective of The Study:

- To identify whether any role played by media especially new age media in enhancing women entrepreneurship.

#### Methodology of the Study:

This Research paper is in the form of explanatory study. In this paper we have try to identify the role played by media especially new age media such as internet and mobile phone in the enhancement of women entrepreneurship. The present study is based on secondary data. The data were collected from various published source. The findings were discussed in the light of published literature.

#### Classification of SSI Units In India On The Basis Of Registration

SL No	Characteristic	Registered Units (in Lakhs)	Unregistered Units (In Lakhs)	Total
1	Men	12.37 (13.08)	82.20 (86.92)	94.57 (100)
2	Women	1.38 (12.93)	9.26 (87.07)	10.64 (100)
	Total	13.75 (13.07)	91.46 (86.93)	105.21 (100)

Note: Figures in the brackets represents Percentage to Total

Source: Science Tech Entrepreneur, May 2007, Technopreneur

**State-Wise Distribution Of Small Scale Industrial Units Owned By Women Entrepreneurs**

Sl No	State/Union Territory	No. of SSI Units	Percentage Of Total
1	Kerala	139225	13.09
2	Tamil Nadu	129808	12.20
3	Karnataka	103169	9.70
4	Maharashtra	100670	9.46
5	Andhra Pradesh	77166	7.25
6	Uttar Pradesh	72667	6.83
7	West Bengal	69625	6.55
8	Madhya Pradesh	68823	6.47
9	Gujarat	53703	5.05
10	Bihar	49443	4.65
11	Orissa	38233	3.59
12	Rajasthan	36371	3.42
13	Punjab	29068	2.73
14	Delhi	14383	1.35
15	Assam	11757	1.11
16	Manipur	10745	1.01
17	Chhattisgarh	10034	0.94
18	Haryana	9620	0.90
19	Uttaranchal	8804	0.83
20	Jharkhand	7865	0.74
21	Jammu and Kashmir	5742	0.54
22	Himachal Pradesh	3722	0.35
23	Mizoram	3700	0.35
24	Meghalaya	3580	0.34
25	Chandigarh	2243	0.21
26	Pondichery	1065	0.10
27	Tripura	863	0.08
28	Goa	810	0.08
29	Daman, Diu , Dadra and Nagarhaveli	213	0.02
30	Nagaland	179	0.02
31	Arunachal Pradesh	150	0.01
32	Andaman and Nicobar Island	110	0.01
33	Sikkim	98	0.01
34	Lakshadweep	67	0.01
	ALL INDIA	1063721	100

Source: Science Tech Entrepreneur, May 2007, Technopreneur

**Role of New Age Media In Enhancing Women Entrepreneurship:**

Media includes traditional media and new age media. New age gives a better opportunity to the entrepreneurs to promote their products or services through internet mainly includes social networking sites

and on their own websites. Let us see how the new age media helps the entrepreneurs to promote their business or entrepreneurial activities:

***Google:***

Very recently Google has launched a 'Women Entrepreneurs Initiative in India'; Google Company has named it as "WEOW" project. It aims to provide a more prominent online presence for women entrepreneurs in India and it starts with building a foundation on the Web, catalyzing collaborations and ultimately connecting them with customers. Women were true entrepreneurs who were not afraid to try new things, yet many were unaware of various products that can be used to leverage the full potential of the Internet. It is the large number of women entrepreneurs in India who made it a natural decision for the Google Company to take this initiative in India. This initiative has registered several domains in the opening month of the project, it will be built around a community of women-run businesses (or businesses who have at least a female co-founder) to provide collaborative learnings covering various Web technologies, engaging with customers, promoting business and optimizing the online space.

***Facebook:***

Facebook is a very popular social networking website in all around the world. Millions of internet users log on to Facebook every day. The information stored in the profile of each user can help to target suitable customers. When a user of Facebook logs in to his or her account, he or she can see the different products advertisement on right part of the screen, at the time it also shows the user the list of his or her friend or friends who have liked the product or service. When we click on the particular product logo it connects us to the website, where we can buy the product with different payment options.

***Facebook page builder:***

Entrepreneurs can build a free business page. It is easy with the Facebook page builder. Facebook keeps it professional. Entrepreneurs can view statistics from the insights tab. Facebook monitors how many users have viewed, interacted and commented on your page. Entrepreneurs have to make sure his or her page is public, it will provide free advertising to millions of users.

***Twitter:***

Technology allows us to be up to date with current events. Twitter gives us the edge on the latest news reports and celebrity sightings. Entrepreneurs can set up a Twitter for Business account and spread the word about your business with short tweets of 140 characters. Millions of users will see your public tweet and if interested, they will become "followers" of your business.

***LinkedIn:***

It is a website used by business minded individuals. They use LinkedIn to reconnect with colleagues and advance their careers by connecting directly with other professionals.

***Own Business Websites:***

There are many website designing companies are there who design website for the individual business man, company and even for Government. Entrepreneurs can start their own website and can receive the order from the customers. It enables the entrepreneurs to provide the prompt delivery of products and services. Following are the list of some popular websites who helps in creating the own business websites:

- ❖ Godaddy website
- ❖ Ipage
- ❖ Justhost.com
- ❖ Web.com
- ❖ Network solutions.
- ❖ Bluehost
- ❖ Fatcow
- ❖ Hub

***Online Training to Entrepreneurs:***

There are few websites exists in India who give online training to the new and promising entrepreneurs and give them an opportunity stand on their own legs.

- ❖ *bookmytrainings.com*
- ❖ *entrepreneurship-foundation.com*

***Mobile Phones:***

In today's life, to organize any function or do any other work; we have a phone number of the organizer. For example if we need sweets, we will have to make a call to the sweets shop and the delivery boy deliver the sweets to our home. So mobile has become a very important device not only for customers but also for the entrepreneurs in receiving and providing services. For women entrepreneurs mobile phones, if used to their full potential, is a valuable and versatile tool offering significant business benefits. Virtually all business people today use their mobiles to stay in touch with their offices, customers, staff, partners and suppliers. However, the potential of mobiles extends much further than simply the ability to make and receive calls anywhere and anytime. The mobile networks also offer business services such as group calling and group voice and text messaging. It saves time and to an extend money of the customers also. A good mobile phone system in the business delivers the following benefits:

- ❖ Improved communication with staff, clients, suppliers, etc.
- ❖ Reduced downtime.

- ❖ Increased productivity.
- ❖ Improved customer service.

### **Findings of The Study:**

- Women are taking active part in the entrepreneurial activities in the state of Kerala.
- New age media is playing a very vital role in promoting the entrepreneurial activities of the women entrepreneurs in India through FaceBook, Twitter and mobile phones.
- Google in India launched “WEOW” project” to promote women entrepreneurship in India.
- Online Training Facility is available for those women who want to start their own business.
- Mobile phone has been used by women for different business purposes such as group calling; receiving order customers and providing after sell service to the customers.
- ❖ Good number professional business houses are there, who helps in starting the own business websites such as GoDaddy website, i-page, Justhost.com and Web.com
- New age media spread the product information in a lightning speed to the customers
- New age media helps the entrepreneurs in receiving order in an easy manner.
- New age Media helps in developing a better contact between supplier of the products and the consumers of the products.
- New age media has not been used in all the parts of the country.
- New age media is not very popular among the women entrepreneurs and they does not find in convenient to do business with the help of that. Most of the women entrepreneurs are doing their business in rural areas of our country where new age media in not very popular.
- The reach of new age media is not very wide.

### **Suggestions of The Study:**

- Proper education and benefits about the new age media should be provided to the all class of entrepreneurs in India especially to women entrepreneurs.
- Proper information and motivation should be given about new age media to the entrepreneurs especially to those women entrepreneurs who do their business from home.
- Entrepreneur should develop and find out some new ways to promote their products by new age media by taking help form the professional intuitions.
- Mobile phones should be used in proactive manner to promote business and their products such as distribution of the shop cards (includes phone number of the shop and various products information in which the shop deals in) to the visitors of the shop.
- Government must take initiative to promote new age media in rural areas of our county and should provide assistance to take the benefits of the technology.

**Conclusion:**

From the above study we can conclude that women entrepreneurship in India has been carried with lot of pride and passion in the different states of our country especially in the state of Kerala and traditional media is supporting the activities of the entrepreneurs as well as the activities of the Government in promoting entrepreneurial activities in India by radio, news paper, television, magazine and so on. Entrepreneurship in India is not taken as a good career option or source income by the people of India. Women entrepreneurship in India is in its early stage of development although it has already become very popular in the state of Karnataka, Tamil Nadu and Maharashtra apart from Kerala. In our study it has been found that the women entrepreneurs are not using the new age media as a good medium to promote their products and business, education and familiarity with the technology is a big reason for that but, surprisingly it has found that the traditional media is also not been used in a effective manner by the women entrepreneurs in promoting their products. Only Government and some Non Government Organizations are using it in providing important information and assistance schemes to the entrepreneurs. Lots of work needs to be done in this area to promote the use of new age media among women entrepreneurs in India both by the Government and NGOs.

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