

A Study on Digital Literacy and Education Empowering Women Entrepreneurs

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Abstract

In recent years, digital technologies have emerged as powerful tools that can level the playing field for women in entrepreneurship, providing access to markets, networking opportunities, and essential business resources. However, disparities in digital literacy and access to education persist, limiting the ability of many women to fully harness the benefits of these Technologies. This study examines how proficiency in digital skills enables women to leverage online platforms for marketing, networking, and accessing markets beyond geographical boundaries urthermore, this study analyzes the challenges and barriers faced by women entrepreneurs in developing digital literacy skills, including socio-economic factors, cultural norms, and access to technology. It also identifies best practices and strategies for promoting digital literacy and education among women.

Keywords: Digital literacy, Education, Women entrepreneurs, Empowerment, Digital technology.

Introduction

In an age where digital technologies are rapidly transforming societies and economies, the role of digital literacy and education in empowering women entrepreneurs has garnered significant attention. The digital realm presents unprecedented opportunities for women to overcome traditional barriers and participate in entrepreneurial ventures on equal footing with their male counterparts. However, realizing this potential requires a comprehensive understanding of how digital literacy and education intersect with the unique challenges and opportunities faced by women in entrepreneurship.

Objective of the study

1. To examine the impact of digital literacy on the success and growth of women – led businesses
2. To understand the role of digital technologies in facilitating networking marketing and access to markets for women entrepreneurs.
3. To explore the effectiveness of existing digital education initiatives targeted towards women entrepreneurs.

Scope of the study

The scope will encompass various aspects of digital literacy, including basic computer skills, internet usage, social media proficiency, digital marketing knowledge and cybersecurity awareness.The study will

focus on women entrepreneurs from diverse sectors including but not limited to technology, retail, healthcare, education, and services. The study will explore best practices and successful initiatives in digital literacy and education for women entrepreneurs.

Review of Literature

RoselizaHamid,Zuriani Ahmad, Salleh, HasimahNikIsmail(2020), this paper makes an attempt to report the findings on women entrepreneurship and digital literacy skills. It focuses on digital knowledge and its usage by respondents The findings showed that most of the respondents have knowledge of the Internet, are moderate in digital literacy skills, and have been using the Internet via smart phones and tablets to browse Facebook and WhatsApp. Thus, this study suggests more digital programs need to be conducted to enhance skills among women entrepreneurs in utilizing the Internet for businesses.

AsmitaDebbarna&Ajay Sharma Chinnadurai(2023), The paper explores the transformative impact of digital literacy and Information and Communication Technology (ICT) on women's empowerment . Emphasising digital literacy as more than mere technical competence, the discussion navigates through the multifaceted skills required for meaningful engagement in a digitally connected world. It scrutinises the challenges faced by women, including societal norms, access limitations, and educational gaps, while delineating the strides made in educational and workforce participation. The study highlights government and non-government initiatives, such as the Digital India programme, that foster awareness and access to technology for rural and marginalised communities.

Sujarwo, S., Trisanti, T., &Kusumawardani, E. (2022) Through the action research method, this activity attempted to investigate whether digital literacy- based information technology can be used as an empowerment model for women in tourist villages. The study showed that technology may be used by women in tourist villages to expose their culinary products. This action was community based and it was found that it could trigger a group of women to continue learning and adapting with the current trends of marketing The technology used to increase women's skills in tourist villages was through the introduction and examples of several social media applications that can be used for tourist attraction. It can be concluded that women should be encouraged to be digitally literate and able to access a wide range of learning resources.

Irmawati&TaufiqMathar 892 | ICSIS - 2022 Women's abilities and skills will keep growing due to their digital literacy. Due to digital literacy, women should be able to locate and comprehend information, expand their language and vocabulary, read, compose sentences, write information, and effectively communicate information. In the present information age, digital literacy is necessary for women to advance their advantages of virtual, such as developing and administering Instagram, WhatsApp, and other social media. Basic concepts in digital literacy include knowing how information circulates in the media both implicitly and explicitly, understanding how media are interconnected, communicating with the public, and being able to access, comprehend, and save information.

Digital literacy

Digital literacy consists of equipping people with ICT concepts, methods and skills to enable them to use and exploit ICTs. The related concept of information literacy consists of providing people with concepts and training in order to process data and transform them into information, knowledge and decisions. It includes methods to search and evaluate information, elements of information culture and its ethical aspects, as well as methodological and ethical aspects for communication in the digital world. The ability

to use the ICT tools required to participate in the workplace, learning institutions, and everyday life. These include the abilities to find, understand, evaluate, create and communicate digital information.

Women Empowerment:

Women's empowerment may be defined in several ways, including accepting women's viewpoints, making an effort to seek them and raising the status of women through education, awareness, literacy, and training. Women's empowerment equips and allows women to make life-determining decisions through the different societal problems. Women's empowerment has become a significant topic of discussion in development and economics. Economic empowerment allows women to control and benefit from resources, assets, and income. It also aids the ability to manage risk and improve women's well-being. It can result in approaches to support trivialized genders in a particular political or social context. While often interchangeably used, the more comprehensive concept of gender empowerment concerns people of any gender, stressing the distinction between biological and gender as a role. Women empowerment helps boost women's status through literacy, education, training and awareness creation. Women's empowerment enhances the quality and the quantity of human resources available for development. Empowerment is one of the main procedural concerns when addressing human rights and development.

Role of digital literacy empowers women entrepreneurs

Digital literacy enables women entrepreneurs to access a wealth of information and market opportunities online. Digital literacy facilitates communication and networking, allowing women entrepreneurs to connect with potential customers, partners, and mentors globally. Social media platforms, email, and online communities provide avenues for networking and collaboration, regardless of geographical barriers. It enables women entrepreneurs to embrace e-commerce platforms and online marketplaces to sell their products or services. They can set up online stores, manage transactions, and reach customers beyond their local markets, thereby expanding their customer base and revenue Potential. Digital literacy fosters continuous skills development and lifelong learning among women entrepreneurs. They can access online courses, webinars, and tutorials to enhance their business acumen, acquire new skills, and stay updated on emerging technologies and business practices, empowering them to adapt to evolving market dynamics. Women entrepreneurs can streamline their business operations and management processes through digital tools and platforms. Project management software, cloud-based productivity tools, and customer relationship management (CRM) systems help them organize tasks, collaborate with team members, and enhance efficiency in running their business.

Role of digital technology

Digital technologies play a significant role in facilitating networking, marketing, and access to markets for women entrepreneurs in several ways:

Social Media Platforms

Social Media Platforms such as Facebook, Instagram, LinkedIn, and Twitter provide women entrepreneurs with powerful tools for networking and marketing. They can create business profiles, engage with customers, and build relationships with other entrepreneurs, industry influencers, and potential collaborators. Social media also serves as a platform for showcasing products or services, sharing content, and attracting Customers.

E-commerce Platforms

Women entrepreneurs can leverage online marketplaces such as Amazon, Etsy, eBay, and Shopify to reach a wider audience and access global markets. These platforms provide easy-to-use tools for setting up online stores, managing inventory, processing payments, and shipping products. By selling through online channels, women entrepreneurs can overcome geographical limitations and tap into new markets beyond their local areas.

Digital Marketing Tools and Strategies

Digital technologies offer a plethora of marketing tools and strategies that women entrepreneurs can use to promote their businesses effectively. Search engine optimization (SEO), pay-per-click (PPC) advertising, email marketing, and content marketing enable them to increase visibility, attract leads, and drive sales. Marketing automation platforms also help streamline marketing processes and reach target audiences more efficiently.

Website and Online Presence

A professional website serves as a crucial digital asset for women entrepreneurs, providing a centralized platform for showcasing products or services, sharing business information, and engaging with customers. With user-friendly website builders and content management systems (CMS) such as WordPress, Wix, and Squarespace, women entrepreneurs can easily create and manage their online presence without requiring advanced technical skills.

Networking and Collaboration Tools

Digital technologies offer various networking and collaboration tools that facilitate communication and collaboration among women entrepreneurs. Online communities, forums, and networking groups provide opportunities for sharing knowledge, exchanging ideas, and seeking advice from peers. Collaboration platforms such as Slack, Microsoft Teams, and Google Workspace enable teams to collaborate on projects, share documents, and communicate in real-time, regardless of their geographical locations.

Data Analytics and Insights

Data analytics tools and platforms empower women entrepreneurs to gain valuable insights into customer behavior, market trends, and business performance. By analyzing data collected from website traffic, social media engagement, and sales transactions, they can make data-driven decisions, refine their marketing strategies, and optimize their business operations to better serve their customers and target markets.

Conclusion

Digital literacy serves as a catalyst for women entrepreneurs, empowering them to overcome barriers, seize opportunities, and thrive in the dynamic landscape of entrepreneurship. Digital technologies serve as enablers for women entrepreneurs, providing them with the tools, resources, and opportunities to network, market their businesses, and access markets on a global scale, thereby empowering them to succeed and thrive in the competitive business landscape.

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