

Rise of Women Entrepreneurship in Digital Sectors

Preety Kshirsagar

Assistant Professor, N.K.E.S College of Arts, Commerce and Science

Abstract

Women entrepreneurs are self-employed individuals who establish their enterprise and contribute for economic activities. Digital sector consists of multiple online connections that take place across technologies such as mobile technology, various communication technologies, internet etc. Now a days, Women are engaged in many businesses due to various factors such as self-dependency, self-respect, career growth etc. Digital sector plays a vital role in encouraging entrepreneurship among women. The nearness of online platforms leads women to grab many opportunities from small sector businesses to large industries. Women having entrepreneurial talent and innovative thinking generally persuade small business or industry which results in economic development. Especially the South Mumbai's female entrepreneurs are focusing more on innovation, especially in fields like e-commerce, financial technology educational technology, and health-care technology. The aim of this study is to analyze the relationship between women entrepreneurial sectors and digital sector. This study focuses on factors influencing women entrepreneurship in digital era.

Keywords: Women Entrepreneurship, Digital sector, Economic development, Small industry, South Mumbai, Innovative thinking.

Introduction

The surge in female entrepreneurship in the digital sector in South Mumbai is a significant milestone in the rapidly evolving Indian economy. This movement is challenging the gender conventions that have historically defined women's roles in society and the workforce, in addition to altering the traditional corporate environment.

Considered by many to be the financial and commercial centre of India, South Mumbai is seeing an unparalleled surge in the number of women-led digital start-ups and enterprises. This area is ideal for digital endeavours because of its modern infrastructure and cosmopolitan character.

A number of important factors are driving the growth of female entrepreneurs in this field:

- 1. Education and Digital Literacy:** South Mumbai is home to some of India's premier educational institutions and training centers that offer courses in digital technologies, business management, and entrepreneurship. The increased access to education and specialized training programs has helped more women to acquire the necessary skills to enter into digital businesses.
- 2. Government Initiatives and Support Systems:** The Indian government has launched a number of initiatives targeted at empowering women entrepreneurs in collaboration with a number of private

organizations. Premises like 'Start-up India' and 'Stand Up India' offer features like mentorships, easier access to capital, and networking opportunities that promote women's involvement in the business sector.

3. **Technological Accessibility:** In cities like South Mumbai, where digital technology and the internet are widely available, women now have more opportunities to investigate business ventures. Women are using technology to carve out niches in everything from e-commerce to tech start-ups(company which focuses on bringing technology products and service into market)
4. **Changing Attitudes in Society:** There has been a slow but identifiable change in the way society views women in business. As more female entrepreneurs' success stories reached the headlines, they act as role models and encourage other women to follow their own entrepreneurial ambitions. In cosmopolitan places like South Mumbai, where cross-cultural interactions and exchanges are frequent occurrences, this shift is especially noticeable.
5. **Networking and Collaboration:** Women living in South Mumbai benefit from easy access to robust digital business ecosystems. Networking gatherings, idea exchanges, and workshops designed especially for female entrepreneurs offer forums for cooperation, idea sharing, and establishing business connections.
6. **Innovation-focused:** South Mumbai's female entrepreneurs are putting more and more of an emphasis on innovation, especially in fields like e-commerce, financial technology educational technology, and health-care technology. Their companies frequently cater to specialized markets or tackle unusual problems, giving the digital economy much-needed diversity.

A significant development that mirrors larger societal shifts is the increase in female entrepreneurship in South Mumbai's digital industries. These business owners are not only boosting the local economy but also significantly influencing the development of a more equal and inclusive digital future. The future of female digital entrepreneurs is bright and inspirational as long as support networks expand and obstacles are removed.

Development of women entrepreneurship in south Mumbai

Women entrepreneurship has seen significant growth and development over the past few decades, with more women venturing into business ownership and leadership roles across various industries. Several factors have contributed to this development. Improved access to entrepreneurial education for women has played a vital role in boosting entrepreneurship. There has been a shift in societal norms, contributions this led women to pursue entrepreneurship as a career option. Advancements in technology have lowered the barriers to enter into market. The rise of e-commerce, digital platforms, various marketing tools, online resources has made it easier for women to launch their business with less resources. Government has introduced many policies and initiative aimed at empowering women entrepreneurship.

In south Mumbai, women entrepreneurship has been noticing many developments. South Mumbai, being a hub for businesses several women led startups across various sectors. Mumbai has provided a suitable environment for women entrepreneurs to network and access resources

With the increasing adoption of digital technologies, women entrepreneurs in South Mumbai are utilizing online platforms and digital marketing strategies to reach wider audiences, expand their businesses, and

enhance customer engagement. In South Mumbai, a large number of female company owners are using their companies to promote social change and deal with urgent problems including women's empowerment, the environment, healthcare, and education.

Literature Review

An examination of the literature on the growth of female entrepreneurship in South Mumbai's digital area reveals a complex picture that takes into account sociological, technological, and economic viewpoints. The majority of the research in this field outlines the ongoing difficulties faced by female entrepreneurs in addition to highlighting notable advancements.

1. Studies frequently emphasize the growing contribution of women-led digital businesses to the local and national economy. Research papers often cite data on increased employment, innovation, and revenue generation by these enterprises (Gupta & Turban, 2019).
2. Several qualitative studies highlight societal norms and expectations that deter or challenge women in entrepreneurial roles, although this is slowly changing in urban settings like South Mumbai (Mehta & Shah, 2021).
3. Government initiatives aimed at promoting women entrepreneurship are well-documented. However, literature also calls for more targeted support that addresses specific needs of women in the digital sector (Kaur & Arora, 2019).
4. There is a consensus on the positive role of various empowerment programs and workshops in enhancing skills and confidence among women entrepreneurs (Patel & Desai, 2019).
5. The importance of mentoring networks and the presence of role models are often highlighted as crucial for encouraging more women to embark on entrepreneurial ventures (Lopez & Welter, 2018).
6. Research indicates that women entrepreneurs are increasingly using digital tools to overcome traditional barriers, from marketing and customer interaction to product development and delivery (Sharma & Bhattacharya, 2020).
7. There's a noted trend of women driving innovation, particularly in tech-driven sectors that intersect with daily life and community needs (Das, 2021).
8. Emerging literature suggests that women entrepreneurs are likely to engage more in sustainable business practices, aligning economic success with environmental and social goals (Roy & Basu, 2022).
9. Recommendations for future policies include creating more inclusive funding mechanisms, providing technological training, and fostering an ecosystem that supports women's leadership in the digital realm (Singhania & Saini, 2019).

Research Methodology:

This study is based on secondary data collection method. The data was collected to analyse the rise of women entrepreneurship in digital sectors by accessing online databases like Google scholar, Research gate, different case studies, literatures, reports, various websites. The data was collected from online sources for comparing women entrepreneurship in earlier days and at present. The data has been collected from AI tools as well.

Conclusion:

The research on women entrepreneurs in South Mumbai's digital industries presents a picture of a vibrant, developing industry that makes major contributions to both the economy and society. Even if there are still obstacles to overcome, the continuous change in public perceptions along with stronger institutional and governmental backing point to a bright future for these business owners. Sufficient research and policy modifications are considered important to optimize the capabilities of females in digital entrepreneurship. The analysis highlights the significant progress made by female entrepreneurs in the digital sectors, emphasizing their roles in innovation, job creation, and economic expansion. Utilizing digital technology, female entrepreneurs have surmounted conventional obstacles to entrance and founded prosperous businesses in industries including digital marketing, financial technology, and e-commerce. The study has revealed the importance of policy initiatives, training programs, and networking opportunities in empowering women entrepreneurs in digital sectors. The study also analysed the challenges being faced by women entrepreneurs such as gender bias, fund availability, work life balance issues, limited access to networks or training programs etc. The study highlights the importance of addressing the needs and challenges faced by women entrepreneurs. Furthermore the study emphasizes on policies introduced by government and how these policies are helping female business owners. The findings of the study states that development of entrepreneurship is possible with the collaborative efforts such as overcoming barriers, working on challenges in terms of gender bias, funds availability, career opportunities. Female owned business can promote employment generation, gender equality, societal development and contributions towards country's development goals. By understanding the dynamics of women entrepreneurship, India can assemble the full potential of female entrepreneurs to drive sustainable economic development.

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