



Effectiveness of Digital tools for Women Micro entrepreneurship

Satish Shende

Project Associate, Entrepreneurship Development Program, VDF, Satara.

Abstract

Virtual office for any entrepreneurial activity has no boundaries. Women can start their office as per their convenient time with the use of various Digital Tools. Digital tools and its effective use have opened many business opportunities for first generation women entrepreneurs. These tools are useful to the women to become successful micro-entrepreneurs or home-based entrepreneurs. Open source codes now available for develop digital tool which are helpful in daily routine work from booking system to education system. Use of “Internet of Things” (IoT) gave micro-entrepreneurs a chance for branding, promotion and also earnings. With the use of digital tools, many new entrepreneurial areas have been opened up for women. Technical education opportunities required for the micro-entrepreneurship are also readily available. Women are now entering in the field of micro- entrepreneurship while carrying out household responsibilities using various digital tools.

The purpose of this study is to find out rising Digital Tools opportunities for micro-entrepreneurship especially for women and to find effectiveness of Digital Tools effectiveness for their empowerment.

Keywords

Internet of Things (IoT), Mobile application, Mobile sites, E-books, Social Media, Online Marketing, E-Commerce, women entrepreneurship

Introduction

Internet usage is tremendously on the rise. The Internet is being used extensively for day-to-day work, entertainment, entrepreneurial activities health-related information, and many other activities. Use of ‘IT’ in the business activity is now needed to cross geographical boundaries for its potential market Tatpuje and Ganbote (2019). The proliferation of information technology has digitalized the lives of citizens. Due to the increasing use of the Internet, many entrepreneurial sectors are emerging in the field of information technology. This can especially benefit women. Utilizing ICT for accelerating learning and

in improving quality of teacher / trainer preparations is pharmacist in these days of rapid technological developments and transformations as asserted by Vaibhav Jadhav (2011). Companies that have created their own niche in the Internet, such as Google, Microsoft, Amazon, Facebook, and YouTube, are opening up their source code to the community to some extent. As a result, the Internet of Things (IoT's) is witnessing the emergence of a number of micro-businesses, including the creation and operation of a wide range of Internet-enabled devices. DU Tatpuje (2007) stressed about Vocational, Technoentrepreneurial, and Entrepreneurial are skills required to start Technoentrepreneurship.

Starting a micro business based on digital tools does not require the same infrastructure as other industries. Also, it does not require a large investment or a large amount of time. Since these industries can be done sitting at home, in their free time, doing other household chores, especially women can start or start related micro-industries by using or creating such digital tools. Jadhav, V., Chambers, D., & Tatpuje, D. (2020) discussed the use of low-tech Assistive Technology (AT) for students with disabilities in low-income countries, the benefits for inclusion and the difficulties involved for business opportunities. Reference to India will be used to explore the use of low-tech AT in a low-income country for empowerment of women. The huge demand in the digital world of businesses, the scope is also growing.

A variety of mobile applications, e-books, mobile websites, smart watches, smart TVs., music systems, using a wide variety of tools available on social media, women have the opportunity to start a variety of micro-enterprises. Since these industries also provide good income for women entrepreneurs, such micro-enterprises are a great option for them to become financially viable. ICT product development with idea generation (Ideation) to reality is the process that would be possible using Google and its platforms for the development of Business as discussed by Tatpuje and Ganbote (2015). Its effective use is useful for sustainable entrepreneurship.

Objectives

1. To use digital tools for empowerment of women.
2. To develop the various tools in the Internet of Things for micro entrepreneurship.
3. To introduce business opportunities for women in the field of e-commerce, e-marketing.
4. To explain how digital tools are effective for women's industry.
5. To guide women how to use e- tools successfully for business by creating various digital tools.

Methodology

Google platform with number of tools and apps are useful for entrepreneurial training. Use of Videos, online tools, interaction through Google classroom, Google drive and various apps, interactive graphics for skill development, Google form, Google maps, e-reading skills for online content were the major integrated components of this project. Social media platforms like Facebook, LinkedIn, Twitter, Quora, Pinterest, and YouTube offer online marketing opportunity to generate leads. E-commerce platforms Amazon, FlipKart, Nykaa provide affiliate marketing opportunity to generate earning right from home too.

To understand effectiveness of Digital tools on women's micro-enterprises the age group of the selected participants is 22 to 40 having digital devices with strong internet connectivity. Participants get technical training i.e. mobile application development, website development, online marketing, social media marketing as well as publishing e-books and putting them up for sale. Over the internet digital tools has endless opportunities to grow and earn money. Right technical training and willingness is key of success which full-filled in this workshops or in the training camps.

During these technical training participants are introduced with effective use of the Digital tools for micro entrepreneurship. With coding one can develop and integrate android app to earn money. MIT app inventor is the best resource for such type development for unfamiliar coders. Amazon Kindle platform was used for publish and sale e-books. Amazon Affiliate marketing program for sale products available on Amazon E-commerce website and earn commission on each sale was found the best during the entrepreneurial practice. With proper understanding social media marketing program one can make money by paid marketing of their lines or offer social media services. HTML, CSS, Java script coding practices have opened chance to develop responsive website on any topic or business by which anyone can get better earnings.

Result

The women who participated in the workshop / training were convinced effectiveness of digital tools by proper guidance and technical trainings, so that they could start a micro-enterprise using such tools effectively. They found a way of earning from home.

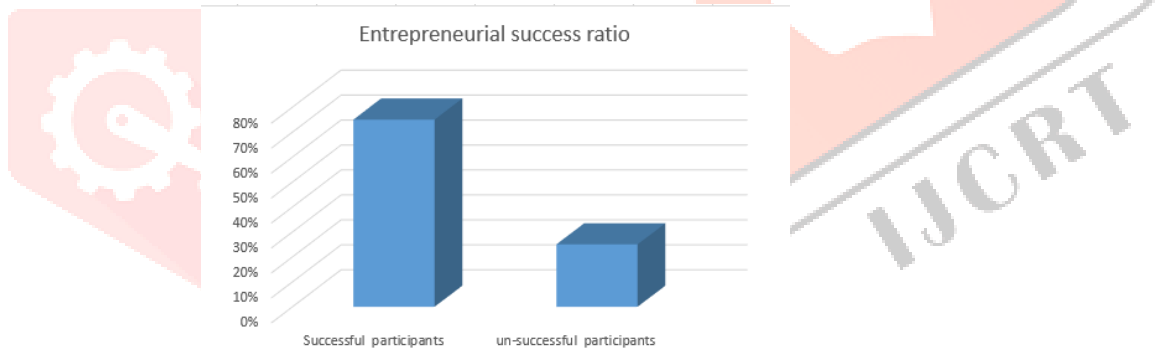


Fig 1.0

Figure 1.0 shows successful entrepreneurial ratio. Women participants get technical trained including mobile app development, responsive web development, Online marketing, affiliate marketing as well as social media marketing platforms. About 75% participants in this workshop able to develop their own Digital Tool with online marketing training. E-books were published on Amazon kindle. Mobile App hosted on Amazon app store is done for sale. Development of business website with implementation of Search Engine parameters was done for online presence. Amazon Affiliate Marketing program opened doors for commission based earnings.

25% un-successful participants were not possible to generate their or start their entrepreneurial career in first level. We analyse the actual causes behind it which is shown in following table

Table 1.0

Sr. no.	Causes	Percentage
1	Lack of Digital Devices	7%
2	Family issues	5%
3	Internet connectivity problems	5%
4	Incompatibility to understand of Technical tools	3%
5	Unable to complete pre-define project	2%

Digital tools i.e. laptop, computer needed for coding purpose 7% participants found lack of these Digital devices. In general, women entrepreneurs mainly faced many family issues. Some of them were not able to overcome. 5% participants unable to solve their family issues that are why they remained unsuccessful to start their entrepreneurial career. Digital tools needs strong internet connectivity 5% of our participants was not able to get it. 3% participant can't understand arena technical tools. 2% of participants unable to compete their pre-define project as they were not able to complete at all.

Conclusion

MIT App Inventor, Amazon Affiliate marketing program, Social Media Marketing, and Responsive web development are the growing sectors especially for women to start micro entrepreneurship and to earn good income. MIT app inventor is one the best third party tool authorized by Google for Android app development. Tools like Wix, WordPress, Dreamweaver, Notepad ++ Softwares are useful for developing amazing business websites. Each product or service need online marketing plan for getting more leads as well as prospective customers. Social media paid marketing is a good option for that. Earn commission on each online sale through Amazon affiliate marketing program is found best suited. Writing E-books on various subject and publish them for sale on online platform i.e. Amazon Kindle, Google Book can be also be one of the earning source.

All these entrepreneurial opportunities with support of digital tools can be done as per technological expertise of women in a convenient time and also with the schedule. In such cases digital tools are more effective for women to establish and start the Micro entrepreneurship.

References

1. Tatpuje, D. U., & Ganbote, A. (2019). Effectiveness of Online Tools for First Generation Business Start-ups Sustainability in Satara. *SEDME (Small Enterprises Development, Management & Extension Journal)*, 46(1), 18-23. [Google Scholar](#) | [SAGE Journals](#)
2. Jadhav, V. (2011). ICT and teacher education. *International Educational E-Journal*, 1(1), 64-69. [Google Scholar](#)
3. Tatpuje, D. U. (2007, March). Model of “Technopreneurship Learning Material Package” For Development of Skills. In *the Proceedings of Seventh Biennial Conference on the New Frontiers of Entrepreneurship*. [Google Scholar](#)
4. Jadhav, V., Chambers, D., & Tatpuje, D. (2020). Low-tech Assistive Technology to Support Students with Disability in Low-income Countries. In *Assistive Technology to Support Inclusive Education*. Emerald Publishing Limited. [Google Scholar](#) | [Emerald Journals](#)
5. Dhekale, V. S. "Performance of women entrepreneurship in India." *International Journal of Management (IJM)* 7.1 (2016): 201. [Google Scholar](#)
6. Salunke, Kavita, and Vaibhav Jadhav. "ICT in ODL: Mobile Learning for Inclusive Education." (2013). [Google Scholar](#)
7. Tatpuje, Dipak U., Pune TMV, and Avinash Ganbote. "Study of skills development among the youths with Google integrated entrepreneurial training." [Google Scholar](#)
8. Sathiabama, K. *Rural women empowerment and entrepreneurship development*. No. id: 2475. 2010. [Google Scholar](#)
9. Tatpuje, D. U. (2017). *Study of effectiveness of information and communication technology as a tool for business start-ups in Western Maharashtra* (Doctoral dissertation, Tilak Maharashtra Vidyapeeth). [Google Scholar](#)
10. JADHAV, V., & Salunke, K. (2013). “ICT in ODL: Mobile Learning for Inclusive Education”. [Google Scholar](#)