



WOMEN ENTREPRENEURSHIP: AN UNTOLD RIGMA ROLE OF ECONOMIC WARRIORS AND TO FIND WAYS AMID COVID-19 CRISIS

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Abstract:

In current situation, COVID-19 is our biggest in quietude. The Novel Corona Virus has covered the whole world with its intense force, inclining millions of people, incurvating all of human being, and entwining everything we knew about this world as it erstwhile. We have set about to looker-on its consequential collision on our global economy and cultural doctrine. While we have all been inflicted by this pandemic, the economical effect on women has been indeed far-reaching. It has smashed the women entrepreneurs in an inconceivable ways. It seems impossible for women entrepreneurs to remain buoyant amidst this catastrophe. They have already practically contacted with numerous barriers to start a new business and experienced lack of funding compared to men. They are underestimated and since investors are disagreed to shield their extinguishing portfolios which consists of very few women workers, it is therefore uncomplicated to presume that women-led undertakings will obviously be greatly affected by the influence of deadly COVID-19. Though it is generally believed that motivation and creativity are excellent networkers and promote them to start their new business with being around the people, now they are finding it difficult to be creative and self-motivated because of social distance and lockdown in everywhere. This paper will focus on the ongoing life of women entrepreneurs during COVID-19 crisis and primarily pivots that hopefully women-led ventures will be the mainstay of convalescence among communities to conquer amid this dedly disease.

Key-Words: Inquietude, Entwining, Consequential, Inflicted, Buoyant, Barriers, Portfolios,

Ventures, Social-Distance, Convalescence.

Introduction:

The fatal pandemic COVID-19 unfurls the entire world ruinous and disastrous. It has put worldwide governments in a dilemma, comprehensive business in a predicament and divulge the detonation in social and economic orders that designate corporate profit and vindicate expenditure over health, education, social welfare, environment, trades, travels, economy and so on. Women Entrepreneurs are perhaps the worst sufferers and their unsung sagas of plight are really intolerable. And we have to be kept promise that we will get the better way of it and move successfully.

Objectives:

It is a matter of great conjecture that COVID-19 not only snatched away enormous lives but it will also vacate an ineradicable mark in upcoming days gradually because of the whole world lockdown situations. As a result of it, Micro, Small and Medium Enterprises (MSMEs) will be surely the serious hit. This is swatting as 6.3 crore non-agricultural MSMEs in India recruit 11 crore employee who will now be the major victims of lockdown effect and it is quite clear that they will not even be able to reach the pre-lockdown earnings for months or years. In such circumstances, where men control the labour force, where women earn only 80% of male wages for the same work, and where women spend 575% more time engaging themselves in unpaid domestic activities than men; very few women are pathbreakers owning 20% Micro Enterprises, 45% Small Enterprises and 10% Small Enterprises in India. As pandemic issues put a halt to the wheels of economicity throughout the world, our objective will be how to manoeuvre women entrepreneurship in a modified designs for the better outcomes.

COVID-19 Affects Men and Women Differently:

Now-a-days people have compelled to confine themselves within their house and therefore they are psychologically, mentally, physically, socially, politically, economically saturated. This isolation affects men and women differently. Even without a global pandemic, besides work pressure, parents always face the load of nurturing the child carefully and properly. Now it intensifies. Work from home made them to remain busy with their own activities. They don't get space to spend time with their children. As the children are now free from huge homeworks of school or private, they feel alone in the home and depressed. Parents can't decide how to divide domestic works and how to help children with their studies simultaneously. As a result, too often, women resign themselves from their job and getting back to their own traditional role of taking care of family and children. Sometimes the situation arouses in a way, if the man of the family earns more, or even if the woman earns more than the man, the ego and self-respect of the man asked the women to move from their career and this is common. Undoubtedly, the burden of COVID-19 creates a black shadow upon women's economic and productive lives differently from men. The way men are casual in handling family matters, women are not, common reflection is to take more responsibility from the part of the women than men. So, it can be said that COVID-19 troubles men and women disproportionately and distinctly.

Challenges in front of the Women Entrepreneurs:

COVID-19 pandemic hit hard to women's lives. They are shattered and can't decide what to do and how to implement. The challenges that are now tied up them in their economical periphery-

(1) The already existing obstructions of business on the women counterpart are now complexed by the virus and its knock-on effects; creating lack of entrance to finance, generating lack of networks and leaders, striving gendered inequality, and producing many more bisecting issues. These sensitive strategies and propagandas are really big challenges for women entrepreneurs.

(2) Women are now adapting new techniques of domestic labours as well as advocating new plots of professional tasks so that their business platforms and family performance can go hand in hand and can prosper beyond crisis. In this way they can support both their business and family and ensure the progress of economy which is actually a kind of dare to them.

(3) Engaging of the women actively in their activities is decreasing day by day. The less scope of flourishing of the business now becomes a hazardous peril to them due to worldwide lockout. They had to struggle more to expand their commercial fringe. It is truly a provocation the women are having faced at this traumatic situation.

(4) These women communities are now rotating, revolving and repurposing their trades in the instantaneous short term processes and foreshadowing the strong needs for the support of the trained and expert mentors who can help them to enlarge the range of their business. But the cataclysm due to the virus effect punctuate a fullstop in their occupational lives. This is genuinely an extent question for the women entrepreneurs.

(5) Again their work-life balance is genuinely the toughest challenge in their workplace. Even women employees appeared that flexible working would help them with stress. In these days it's enhancing.

(6) Equal pay is listed as the most significant issue in recent times. Over the last decade, male graduates could expect to earn 20% more than female graduates. That is why fair remuneration is one of the biggest factors for the women employees who decide to move to a new job. The result is honestly pathetic regarding the modern situations where there is inducing economic loss already.

(7) Sometimes it feels like men have better access to professional development and career growth opportunities. There is still a perception among some industrialists that men perform better than average at some tasks. They are having to work heavily to convey the higher resources persons. So, the scope for the women entrepreneurs to adjust themselves in such type of summons is an added challenge them.

(8) Sexual harassment, alluring offers from the part of the higher authorities, pressure of filling up the target of company's profitability are also the gritty challenges for the women entrepreneurs. And at present, the magnetic field of COVID-19 further increases these harder accouters.

Methodology Taken to Collect Data about Women Entrepreneurship:

In order to interpret the pros and cons of how women entrepreneurs run their business against such calamity, a survey can be made through an entrepreneurship programme under the detail observations of the expert mentors. It will help us to know how we can help them to reduce their emerging barriers of business survival and success

.An online survey is conducted. Participants were asked to provide their opinions about COVID-19's influential interference in their enterprises-what are the cautions they have taken to alleviate hurdles, what kind of support they require, which type of business teaching areas they desire and how many different skill building topics they need to output their business master-plan appropriately.

About 600 women entrepreneurs participated from all over the countries in this “**Global Online Mentoring Women Entrepreneurs in Business Login**” programme working in different sectors:

DIFFERENT SECTORS	NUMBER OF BUSINESS	PERCENTAGE(%) OF TOTAL
(1)Agriculture	22	4%
(2)Beauty(Hairdressers,Salon,Parlour etc.)	42	9%
(3)Education	55	11%
(4)Forestry	20	3%
(5)Fishing	21	4%
(6)Food and Beverage Manufacturing	49	10%
(7)Hospitality	10	3%
(4)Hotels	10	3%
(5)Healthcare Providers	15	3%
(6)Manufacturing	88	18%
(7)Media and Entertainment	18	4%
(8)Professional Services/Consulting	67	13%
(9)Retail	50	9%
(10)Travel	14	2%
(11)Tourism	17	3%
(12)Other Sectors including Charity,Financial Services,Construction,Automotive etc.	120	25%

From this survey,a general abbreviation can be noticed:

(1)94% women entrepreneurs have already been duped by the lethal disease,rest of the employess are safe now but they will be the victim soon.

(2)Of these 94% entrepreneurs ,72% have already ceased operations temporarily and 22% have ceased operations permanently.

(3)Those who are apprentice now fearing of starting the business in a new turn.In this grop falls above 33% business employees.

(4)Almost 75% workers need support and help economically from other foundations.

(5)Approximately 82% women entrepreneurs suggest the requirements of additional aids in skill development,short-course training,digital platform,networking bandwidth and also having the strong need of financial support and help.

(6)43% of the workers have declared the problem of customer attendance,28% have raised their hands against the supply chain problems.

Beauty,Hospitality,Travel,tourism,Construction,Logistics,Energy,Real Estate,Telecommunications,Medical Shops,Pharmacy,Utilities and above all Small Running Industries- are doubtedlessly greatly affected by COVID-19.The respondentents who want to start new business stated that they are now in a state of mental disorder as they don't know how to manipulate and execute their plan in such an utter critical situations due to COVID-19's impact.Women told how anxiously they are now combating with their personal and professional life.They are looking for a new beginning by accepting different technological issues-applying online methods and tools,developing working websites,providing online marketing strategies,adapting information from basic to end.They are always worried for the health of their employees but at the same time they also have to be concerned about the health of world economy.Hence they are in the need of some actions and reactions which will fulfill their over-all aim in future.

In order to quench their thirst,our team scheduled some sessions which will help them to experience with technology and to emerge possibly from the crisis;which includes:

(1)Organizing seminars and webinars related to their topics

(2)Providing materials free to use and apply in their content development

(3)Accessing of social media to expand free marketing training

(4)Throwing various business plan to project their business according to that plan

(5)Connecting with higer authorities,nominating partners for further assistance,and also seeking additional funding,

(6)Introducing various resource persons and sharing their blogs, articles and business techniques, methods and focusing on the topics women need and reported to us earlier.

In this way,we are happy to help them,their families,communities and economics with recovery from COVID-19 crisis.

The Ways to Empower Women Entrepreneurs:

We can at least do the following steps to authorize women entrepreneurship formatively:

(1)The COVID-19 pandemic offers us an opportunity to bring a systematic transformation that could safeguard women from adjusting the burden of severe shocks in future world.If we can take and distribute everthing among men and women equally without any discrimination,then an incorporating and sustainable economy and society will be formed.We should value women's remarkation and create a gender equal future now.

(2)In this harder times women entrepreneurs are suffering more than men entrepreneurs but we must resolute to build more identical world,more resilient to future crisis.Their inclusion,representations,rights,social,psychological,physical,mental,biological,economic outcomes,equality ,protection and alikeness-will be inserted in national and international responses and outcomes.This is not only correcting long-standing inequalities but also organizing a more just and apt world of women entrepreneurs as well as entire world industry.

(3)By the provision of the shifting from precarious jobs opportunity to more stable and executively safe employment,by supplying genuine educational training satisfactorily,we can enlarge the strength of women entrepreneurs engaging in team activities.

(4)We can also render various government policies and responsive trade efficiencies and asked the workers to aquire the chance from these.

(5)We hope that the government must grant and favour the startups involving women employers at this lockdown stage.

(6)Surely this is the right time for the investor communities to introduce themselves to reach to the women guiding trades so that when this phase is over,they will become suitable candidates for potential investments to abolish the gap placing now.We can request them to engage themselves into siuch things.

(7)We should always involve women in decision making processes .Their thinking and sensibility is also a part of the future progress in the society.In this way they will occupy power to think independently, feel free to share their point of views.

(8)We can establish new online networks,digital learning platforms,open resources,technological websites,to make them digitally developed through video,audio,blogs,podcasts,conference so that they can adjust themselves in this new environment and help the others thoroughly and conscientiously.

If these measures are carried out to a high standard, global GDP could grow by more than \$5 trillion. The small to the big industry will benefit from marketing the world economy that is desperately needed now than anything and everything. Because of this, whenever we try to envision the future and get a better picture of our current economic structure, we recognize that it is essential to invest in women and start creating a global business ecosystem that is genuinely gendered equal. Women will act as an antiseptic to the economic wound we are causing if we maintain them central to our response to the crisis. We will see a ripple effect of success that will move throughout the world. I suppose that would not be such a bad thing. with a mission to empower women entrepreneurs in low- and middle-income countries, Cherie Blair, founder of the Cherie Blair Foundation for Women (2008), pointed out that "With so much evidence showing all the good that supporting women who own small and medium business through this will bring,I truly hope that this incredible good will and generosity can be directed for the benefit of women entrepreneurs,and by extension their families,communities,economies,and

the world. I've been touched by the phenomenal outpouring of support and philanthropy from companies, institutions and individuals at this time."

Views of Different Women Entrepreneurs and Different Agencies:

As a result of the national and state-wide shutdown, there was a rise in social distancing, and the cluttering of millions of businesses, which triggered the need for remote work for millions across the world. This critical phenomenon of the global epidemic novel corona virus was brought to light. Every business owner, whether a man or a woman, is an entrepreneur. Business purposes have taken a detour from its source by involving mental health, feminine health, including in between of these. They can share their ideas in this manner while talking with female entrepreneurs:

(1) A webinar about different parts of the world on social and behavioural approaches to business was held on Tuesday, May 19th, 2020, for the Bengal Chamber of Commerce and Industries (BCCI). as chairperson of Social economic Initiative, Bengal Chamber, Nayantara Pal choudhury stated:

"Our emphasis is to create a synergy between business and society taking lesson from the difficult time at the outbreak of the pandemic. We believe women entrepreneurship and employability as a whole are the areas which need adequate focus."

(2) Taking part in this webinar from Bangladesh, **Munal Mahbub**, senior VP, Chittagong Women Chamber of Commerce and Industry, observed that:

"Supporting women entrepreneurs by accelerating long-term trends like digitalization, remote work, health-tech and edu-tech will be a major goal during this pandemic."

(3) **Jessica Perez**, who is the founder of GRTR Management, a creative consultancy company, provides services that include blueprints for brands, imagery for lifestyle purposes, digital marketing, and keynote speeches.

"Fortunately, we have been able to retain a bulk of our clientele without necessarily having to be there physically. As a team, we are now focusing heavily on providing more of our digital marketing services which allow us to work remotely. The biggest lesson thus far is to always invest in a digital skill set."

(4) In this instance, the founders of KLIT, a digital health firm with a mission to improve reproductive health access for young culturally diverse women, are personified by Crystal **Evuleocha**, who works to accomplish the above stated mission.

"As hospitals are cutting down on non-essential visits, like routine checkups and elective surgeries, access to health information is becoming more limited, so it's crucial for us to step up now become the go-to resource for sexual and reproductive health services."

(5) PopCom, the founding CEO **Dawn Dickson**, mentioned that the company had developed software and hardware tools for machines and kiosks in a recent interview.

"Our proprietary hardware (vending machine) is partially manufactured in China. We spent years building our supply chain to keep our costs down. The COVID-19 outbreak affected our business, making us re-think our supply chain and decide to bring the core of our manufacturing stateside."

(6) **The UN Women** also gives information that this pandemic is deepening already existing inequalities revealing exposures in social, political and economic systems which definitely amplifies the influence of COVID-19.

(7)The **International Labour Organization** calculates that 195 million jobs could be eliminated globally due to this disorder with a maximum in the sectors run by the women. More than 740 women are now working around the world in different sectors will lose their job presently very soon due to COVID-19.

Conclusion:

It will have profound effects on the future that will last for many years. Nothing will ever be the same again, and we also have to learn to live in this constantly changing world. In order to adjust to the financial pressures caused by the pandemic, we must change and adapt our new business plan. The future can be seen in the way we embrace and celebrate it. You can try these options: governments and private industry capacity must be strengthened.) Combining women entrepreneurs under one roof will assist in giving these women a feeling of security by ensuring they have various products like insurance, pension plans, leasing arrangements, and government-to-person electronic payment options.

- (1) People have greater access to financial services through the development of digital financial inclusion.
- (2) Fool proofing enables them to do their job while at home.
- (3) There are three significant ways data is obtained from utilities, trade creditors, and input purchases: data for digital marketing, digital trade, and digital trade enhancement. A prosperous global economy will be nominated.
- (4) Taking help from the ICT based learning, digital learning, virtual learning, mobile-based business training, coaching, economic recovery related mentoring, digital marketing communication channels, digital financial literacy; new start-up business can begin which allow a provocative art of business and make it stable for future. In this way, though there are hurdles and obstacles, we hopefully have to search out the ways for a better and peaceful future.

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