

Women Entrepreneurship through Web Based Technology in India

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Modern technology has changed the life of human beings .If there can be a drastic improvement in the lives of human beings, it can be possible through modern technology. Social media is the best part of the modern technology. It conveys not only information for human Beings but also opens the doors for everyone . It has increased knowledge;it can transfer information within seconds;it can share photos and images and aboveall it is providing the good opportunity for youth by advert jobs also. Everyone can use this social media through his smart phones, tablets or his personal computer. The messages can be reached in all over the world only through social media. It is used by everyone globally. Specially, it has changed the lives of women. They are looking forward for their bright future. The social media channels creates a connectivity among the people. They can easily discuss, interact and to one another.Many researches have proven the social media plays a vital role to improve economic conditions of females.

“Young women particularly of college age, lend themselves well to the topic of appearance focused social comparison as women are typically surrounded by other women with whom they interact either directly or indirectly.”⁽¹⁾

Khan and Moin-2013,reported that “with access to internet at homes women are using it for multiple purposes. It has enabled women to participate in important daily affairs of state that ranges from household work to education, health and governance.”⁽²⁾

Social media includes;web based technologies like Youtube(social video sharing service) Facebook,whats APP,Twitter,Blogs are very famous social networking to start women entrepreneurship.

Facebook-

It is an American online service. it is a very popular social media and social networking service company based in Menlo Park ,California. Mark Zuckerberg along with fellow Harvard college students and roommates Eduardo Saverin Andrew, McCollum, Dustin Moskovitz and Chis Hughes founded it in Feb 4,2004.It is considered one of the big four technology companies along with Amazon,Apple and Google. Since 2006,anyone who claims to be at 13 years old has been allowed to become a registered user of Facebook. The Facebook service works with internet connectivity. It is used to post text,photos and multimedia which is shared with many other users ,who agreed to be their 'friend'.A commentator in The Washington Post'noted that Facebook constitutes a “massive depository of information that documents both our reaction to events and our evolving customs with a scope and immediacy of which earlier historians could only dream.”⁽³⁾

It helps especially for social researchers and social historians. Facebook is also helping in women entrepreneurship. They are moving forward. It is a big platform to exchange service. It connects Indian women closer together and inspire them.

It Support and inform to each other to build a successful business with balanced life . In online business it is not compulsory to spend time in the office. With the help of Facebook sites some women entrepreneurs who are using Indian textiles and creating beautiful jewellery show us how the

fashion industry can reuse ,reduce and recycle. These are –Harshita Gautam Gursakhi Lugani, Paulami Saha, Afiti Prakash etc. They are not only getting name and fame but also earning money .Facebook launched a wonderful program for women, named 'She Leads Tech' .This programme works with a mobile app also . This program will give women founders/co founders access to tools mentorship and resources to helps overcome some of the barriers they face and build a successful business in technology. Shikha Uberoi, Naiyya Saggi etc. Are the some popular names .there are some famous Facebook groups for women entrepreneurship_

- 1 .The Litup & Loaded entrepreneur
- 2 . Women helping women entrepreneurs
- 3 . Heart centred soul driven entrepreneurs
- 4 . Business business business
- 5 . Female entrepreneurs many mindsetclubs

Youtube _--

Now a days' Youtube' is very pppular among every age group. It is an american video sharing platform. Its headquarter is in San Bruno,californiya.Three former Paypal employers,Chad Hurley, Stevechen and Jawed Karim created the service in February 2005. Google bought the site in November 2006. It is wonderful site of social media. It allows to upload their videos. It also provides the facilities of view,rate,share,add to playlists,report comment on videos, and subscrib to other users . It s also provide the video clips ,T.V. show clips music videos, short and documentary films, audio recordings, movie trailer, live streams ,video blogging short original videos and educational videos also. Some private companies as well as large production companies are using Youtube to grow audiences. Michael Noer called "The largest school in world ,with technologies poised to disrupt how people learn."⁽⁴⁾

It was awarefed in 2008 George Foster Peabody award .Women can start their business by **Blogging** .It is the best idea. It can be started from home .there is not time boundation. It has the adv9of staying home to raise their kids at the same time. Ofcours women have so many talents and sometimes need help narrowong down what we really want to do. Second option through Youtube is Affiliate Marketing. It also helps to make money from home . In this business, women can recommend different products or places to friends through Youtube videos. And they can get paid for it . We can create an online store with drop shopping with the Youtube videos. We can also start a business of online teaching

Now a days, it is an excellent way to make money at home . We can creatYoutube videos in different fields as ___ Kitchen,clean house,interior designer etc. Some popular women entrepreneurs **are ---**

Names videos

- | | |
|--------------------|---------------------|
| 1. PRAJAKTAKOL | Mostly Sane |
| 2. KAVITA SINGH | Super Mom |
| 3. TRISHA | Indian Girl Channel |
| 4. KOMAL PANDEY | The Expop Xogirl |
| 5. VIDYALYER | The Queen of |
| Mashups | |
| 6. NISHA MADHULIKA | Wonder Chef |
| JAYA | Home Hash Tag Life |

Whats APP—

It is a freeware cross platform messaging and voice over IP service owned by again Facebook. It allows users to send text messages and voice messages, make voice and video calls and share images. It is using by everyone and everyday. It helps To bring digital empowerment to Indian Women Entrepreneurship . Will Cathcart,Global Head of a Whats app, said at an event in Delhi----**“small business are the back bone of a strong economiy and I am proud of the role whatsapp can play in helping build the next generation of india ‘s women entrepreneurship. “**

There are some famous women's name who start their business with the help of whatsapp -----

1 .Megha Bafna from Pune -- she uses whatsapp to start her business. Her business is to make SALADS. A full time working professional with a real estate company, her part time passion for making salads transformed into a full fledged business. In her words--" **I have always been fond of making salads . Since I did not want to make them only for myself. I decided to serve salads to a wider audience. I designed a small creative and passed it on to my friends and acquaintances over whatsapp. "**

2 . Shanmuga Priya from Chennai –She has started her business to sell 'Sarees '.she took her decision to help her family . She started selling sarees on whatsapp to friends and family. In an interview with ' Her Story' She said -'—

"I started with a family and friends group. Gradually by word of mouth ,I started getting more queries. So ,I started a Facebook Page of whatsapp saree sales.Today,it has more than 70,000 plus sellers."

Now a days ,whatsapp teams up with Niti Aayog to help women entrepreneurship. **AMITABH KANT ,CEO of NITI AAYOG said , "This partnership with whatsapp underlines our mutual commitment to support the aspirations of women entrepreneurs in India. "(5)**

Twitter –

It is a Microblogging system.it allows to send and receive short posts called Tweets . It can be up to 140 characters long. It can also help to grow business nowadays. We can identify influences for women's business.

The list of social media does not stop here .there are so many social sites that can help in women entrepreneurship. If we think ,we find that social media is playing a positive role to improve the economic condition of women. In fact social media is a medium not just to change lives but also quality of lives.Women are creating their identity through the using of social media at home.

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