

# A Survey on IT Women Entrepreneurship in India

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**Abstract:** *Entrepreneurship is the state of mind which every woman has in her but has not been capitalized in India in way in which it should be. Due to change in environment, now people are more comfortable to accept leading role of women in our society, though there are some exceptions. Our increasing dependency on IT sector has created many entrepreneurial opportunities especially for women where they can excel their skills with maintaining balance in their life. The main objective of the study has been to understand the influence and impact of IT in running their enterprises efficiently and profitably.*

**Keywords:** Entrepreneur; opportunities; challenges, risks; society.

## 1. Introduction

Women Entrepreneurs have been making a significant impact in all segments of economy of the world. Their willingness for the future is apparent in their growing confidence, in their desire to seek different forms of work in order to achieve a new balance between work and home. Thus a women entrepreneur is one who starts business and manages it independently and tactfully takes all the risks, accepts challenging role to meet her personal needs and become economically independent.

A strong desire to do something positive is an inbuilt quality of entrepreneurial women who is capable contributing values in both family and social life and is one who faces the challenges boldly with an iron, will to succeed. Women owned businesses are highly increasing. The main objective of the study has been to understand the socioeconomic background of women entrepreneurs, and their problems & reasons in running their enterprises efficiently and profitably[1].

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Women of 21st century is no more a traditional resource confined to homes only rather an educated, knowledgeable and innovative part of the overall population possessing the capacity to transform economies into thriving enterprises.

Women entrepreneurs are playing a vital role and they have become important part of the global quest for the sustained economic development and social progress. To succeed and advance economically in IT field, women need the technical skills and resources to compete in markets, as well as fair and equal access to economic institutions [2,4,10].

## 2. Literature Survey

Women Entrepreneurs in IT has made an attempt to diagnose the women entrepreneurs profile and has identified dominating entrepreneurial traits, their motivational forces and performance both quantitatively as well as qualitatively.

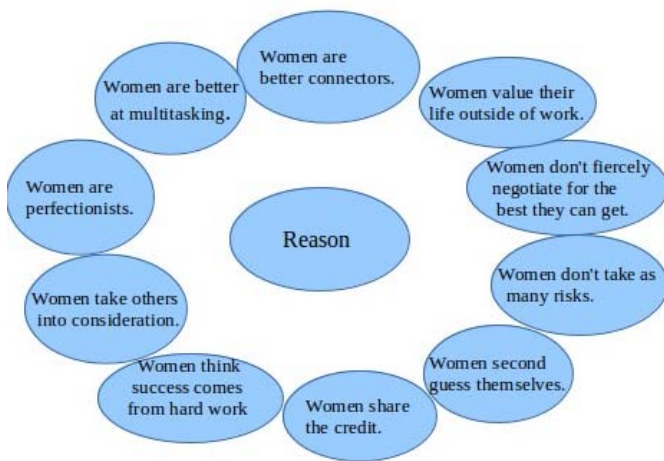
According to the survey 51% of CIOs think relationships between IT and the business improve by hiring more women. 35% However, over a third of CIOs confirm here are no women in management IT roles in their organization and 24 % Almost a quarter of CIOs have no women in their technical teams.

Women's economic participation and empowerment are fundamental to strengthening women's rights and enabling women to have control over their lives and exert influence in society. Due to change in environment, now people are more comfortable to accept leading role of women in our society, though there are some exceptions [4]. The educated women do not want to limit their lives in the four walls of the house. They demand equal respect from their partners. However, Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one [4].

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The women empowerment has been important role of Governments and other non-governmental organizations. The women are endowed with innate power that can make them successful entrepreneurs, due to the ability to learn quickly, open style of problem solving, willingness to take risks and chances, ability to motivate people, knowing how to win and lose gracefully are the strengths of the Indian women entrepreneurs [3].

Women entrepreneur of 21st century is potentially motivated for change in order to improve the living conditions of her family, provide a sharing hand to her husband in income generation and contribute positively by creating job opportunities, empowering other women and bringing out the society out of economic disparity and unemployment.

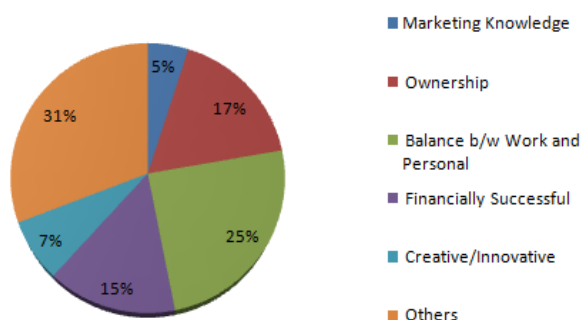


**Figure1:** Reason for women entrepreneurship

### 3. Challenges

- 1) Contemporary trends in IT world have increased the fertility rate for entrepreneurship development globally.
- 2) In continuation women face several marketing challenges viz. delayed payments, terms & conditions etc.
- 3) *Some of the social factors that prevail as great challenges are as listed below*
  - a) To build their own self-confidence
  - b) To contribute something positive to the community
  - c) To bring the best of their creativity and turn it into an innovation
  - d) To have equal economic independence
  - e) To have a better freedom & mobility.

#### Challenges for Women Entrepreneurs



**Figure 2:** Challenges for Women Entrepreneurs in IT

### 4. Influential IT Factors Motivating Women Entrepreneurs & their Scope

There is now a shift in strategy by policy makers to create conducive atmosphere for women to start entrepreneurial ventures specially designed entrepreneurship development programmes have facilitated the switch over from traditional art to more sophisticated knowledge and technical based sectors.

Entrepreneurship is not limited to any particular stratum of society, sex or race. Scholars have proved that there is no difference between men and women as far as the motivation and achievement levels are concerned. Both tend to be energetic, Goal oriented and independent. The percentages

of women taking up entrepreneurial activities in IT are increasing day by day with emerging opportunities and facilities provided by various institutions and organizations [1,3].

To succeed and advance economically in IT field, women need the technical skills and resources to compete in markets, as well as fair and equal access to economic institutions, A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Women Entrepreneur's is a person who accepts Challenging role to meet her personal needs and become economically independent.

Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation [5].

*The primary factors that motivate women to become entrepreneurs are:*

- a. To materialize their idea into a capital
- b. For their empowerment and freedom
- c. To prove their worth among their male family members & establish their own rules for their work.
- d. To share the family economic burden.

*The secondary motivational factors that force women to become entrepreneurs are as listed below.*

- a. Women want fair treatment and improved compensation.
- b. Prior industry & work experience as a very important factor in determining their startups success.
- c. Women believe more than man that prior experience is crucial.

Empowerment facilitates women to break the barrier and realize the potential so that they can think independently and live they can choose. It helps them gain courage, confidence and self respect [1, 3].

Empowerment is the outcome of motivation and confidence. We need to provide proper environment to instill confidence among women to enable them to overcome their initial hesitation and barriers which sometimes act as deterrents in pursuing their goals. Confidence cannot be built without the support of the family, institutions. Social empowerment refers to the society and the social institutions that recognize the equal status and rights of woman. Social Empowerment - Create an enabling environment through adopting various policies and programmes for development of women, besides providing them easy and equal access to all the basic minimum services so as to enable them to realize their full potential. Political and social empowerment of a woman is incomplete without economic empowerment and we shall deal briefly with various facets of empowerment leading to financial independence and welfare of the family [4].

### 5. Conclusion

The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic

participation. In India, although women constitute the majority of the total population, the entrepreneurial world is still a male dominated one.

Highly educated, technically sound and professionally qualified women should be encouraged for managing their own business, rather than dependent on wage employment outlets. The unexplored talents of young women can be identified, trained and used for various types of industries to increase the productivity in the industrial sector.

Empowering women entrepreneurs is essential for achieving the goals of sustainable development and the bottlenecks hindering their growth must be eradicated to entitle full participation in the business. Apart from training programs, Newsletters, mentoring, trade fairs and exhibitions also can be a source for entrepreneurial development. As a result, the desired outcomes of the business are quickly achieved and more of remunerative business opportunities are found. Henceforth, promoting entrepreneurship among women is certainly a short-cut to rapid economic growth and development [3].

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