

Women Empowerment and Equality Towards an Equitable Future
– A Key for Economic Development

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E-COMMERCE IS FUELING THE GROWTH OF WOMEN ENTREPRENEURS

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Abstract: Women are usually perceived as a homemaker and they need to take care of the home as well as their careers. At present she is performing both roles with aplomb. Nowadays women have proved that they can enter each and every industry. In the digital era, everything moves toward e-commerce. The growth of the e-commerce industry has inarguably reduced the barriers to becoming a women entrepreneur. This paper explores the initiatives taken by E-commerce companies for women entrepreneurs and how E-commerce boosts women entrepreneurs to do business and the growth and development of their business. To achieve the objectives of the study the researcher collected information from various journals, articles, and websites etc.,the paper concludes that e-commerce is a 32 tool for becoming successful women entrepreneurs.


Keywords: E-commerce, Entrepreneurs, Career

Introduction

In recent days women are preferred to be entrepreneurs instead of doing household activities. Women play a vital role in our economic growth and development. In Indian women are a dominant factor in doing business. Moreover, they need to take care of their homes and health but fulfilling the dream of owning a business is a challenge for women entrepreneurs. E-commerce provides a big platform to fulfil their dreams. The growth of e-commerce has helped women, and entrepreneurs, to generate new ideas and provide the freedom to work from home itself with their work schedule. In recent days women proved that they can be working in all business sectors. We live in a digital era that makes our day-to-day life as flexible as possible. By using E-commerce women are selling products and services around different categories such as jewellery, fashion apparel, accessories, home decor, home furnishing, handicrafts gift items etc., Moreover, the E-commerce industry is making the world come closer by helping buyers meet sellers. It is flexible and technology lets women entrepreneurs conduct their business entirely on the internet. Especially WhatsApp's is increasingly becoming a great way to reach out and engage with women. Several studies emphasize the women entrepreneurs in India and their opportunities and challenges but fewer studies uncover women entrepreneurs in the E-commerce industry. By taking this as a background the present study will reveal the awareness of initiative taken by e-commerce companies for women entrepreneurs and how E-commerce boost women entrepreneurs to do business for their growth and development of their business. The present paper provides an overview of the E-commerce industry, Successful women entrepreneurs in the E-commerce sector, and finds out the major issues and challenges faced by women entrepreneurs.

Objectives Of The Study

- To provide an overview of women entrepreneurs in the E-commerce industry
- To find out the major issues and challenges faced by women entrepreneurs in the e-commerce sector
- The initiative was taken by E-Commerce companies for women entrepreneurs.
- To list out successful women entrepreneurs in the E-commerce sector.


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