

Role of Social Media in Empowering Women Entrepreneurs of Small-Scale Industries

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ABSTRACT

The paper aims at the study of contributing role of social commerce in promoting women entrepreneurship in small scale industries to raise the scope of financial empowerment of women. Evolution of women from just being the home makers to transforming into empowered women in various fields proving not less to be competent than men. Optimistic perspectives of reformative eminent legendary personalities have paved a way for such a great transition. Women have just come out from the clutches being bonded to kitchens, home making etc. to raise up their efficient skills in contributing to the development and progress of community, society, region and nation in almost all the fields. Women entrepreneurship one amongst such an evolutionary prospect and setting up of small-scale industries by making women as entrepreneurs is a great positive move that improves the credibility of women empowerment. In course of promoting the business activities the mode social commerce transcended rapidly innovative in enhancing the endeavors of women entrepreneurs of SSIs to enlarge and expand their business territories virtually and raise their scope of profitability and ensure longevity of business. Women supported not only by family but also by the social media influencers as they keep on track of promoting these entrepreneurs as a part of their daily routine and fantasy. Various social commerce platforms have made ease of access to women in reaching out customers to know the tastes and preferences and also feedback after giving their products and services. The abstract should summarize the contents of the paper in short terms, i.e. 15-250 words.

Keywords: Women Entrepreneurs, Small Scale Industries, contribution of social media.

I. INTRODUCTION

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Small scale industries are the industries that are set up with low range of capital investment of not more than 1 crore and also the turnover of such industries shall not exceed 50 crores. Small scale industries don't need much man power and even huge machinery equipment. Small scale industries are run and operated with less required man power that work efficiently and also only little machinery. The territorial extension of small-scale industries is also less. Small scale industries are literally a boon to a developing economy like India because of the inflationary rates and low returns of income on investments.

Emerging trends of women empowerment in all fields have paved a way for the initiative of women entrepreneurship in small scale industries. Transformation of the role of women from just being the home makers to making some money in order to support the family financially with an optimistic reformative thought raised the need of women to cross the borders of just being stuck on kitchens to exhibit their inhibited skills that were just ignored for some generations together.

Social media an actively sophisticated which enabled a transformative evolutionary impact on the mode of socializing pattern of mankind from past few decades. Initially it was just a mode of communication and as of now we can see the multiplicity of widening the scope in its usage for various purposes. E- commerce through social media platforms has just emerged in such a manner that the promotional activities of marketing the products and services has become very much flexible and easy to adapt.

Dr Mamta Chaudhary and Dr Susma Sharma (2017) made an attempt to analyze women's participation in entrepreneurial activities so as to highlight the contribution of women entrepreneurs towards economic development. Vidhu Gaur (2022) said that "the degree of women's empowerment attained via the SSI units is modest since the composite index for SSI women's empowerment was lower than 66.67". However, the process of empowerment is ongoing and will take some time. Dr.K. RAJIAH (2021) explained that it is a civil society that provides education, vocational rehabilitation, and environment for supporting women entrepreneurs who establish small and medium enterprises. Ramotar Saini, Dr. Jitendra Kumar Sharma, (2022) identified that the position and treatment of women in any community serve as a gauge of that society's degree of civilization. The treatment of women and men in the development process should be equal. Rizwan Ullah Khan et al (2021) "Factors affecting women entrepreneurs' success: a study of small- and medium sized enterprises in emerging market of Pakistan" findings demonstrated that women entrepreneurs need motivation and confidence to start their business by arranging the seminar, workshop, women incentives, or women entrepreneurial university. Women's World Banking (2019) Women micro-entrepreneurs in India and Indonesia are adopting a variety of digital platforms, which transform their businesses. However, micro-enterprises' digital transition is far from complete. Khaled Saleh Al-Omouh, Raed M. Al-Qirem (2023) This study examines the determinants of social commerce adoption among women during crises, focusing on the potential impact of hedonic and utilitarian motivations, self-efficacy, and social support. Sonia Camacho, Andrés Barrios (2021) argued that economic needs have motivated women to start a business. Some of these women have used Facebook, a social media platform previously known to them for leisure purposes (e.g., connecting and bonding with family and friends), to develop social commerce activities at no extra cost.

II. Literature Review

Dr Mamta Chaudhary and Dr Susma Sharma (2017) "WOMEN ENTREPRENEURSHIP AND SMALL-SCALE SECTOR IN INDIA" made an attempt to analyze "women's participation in entrepreneurial activities so as to highlight the contribution of women entrepreneurs towards economic development. There has been a steady increase in the participation of women in small business indicating immense potential for entrepreneurial development among them. From the point of view of performance, it was observed that the women enterprises in India have made significant contribution towards generation of employment, gross output, asset creation and exports. Women form the family, which participate to develop society and Nation. Entrepreneurial movement among women started late and is still in its infancy. Changes in the global and domestic environment have contributed towards the growth of women entrepreneurship in India. As observed the success of

women entrepreneurs differs from State to State in India. It was also observed that women enterprises are concentrated in the micro segment of the SSI sector” (www.csirs.org.in).

Vidhu Gaur (December, 2022) “An empirical study on women entrepreneurship in small scale Industries” said that “the degree of women's empowerment attained via the SSI units is modest since the composite index for SSI women's empowerment was lower than 66.67”. “However, the process of empowerment is ongoing and will take some time. It is hoped that in the near future, the women's SSI units will be required to perform at a high level. Their empowerment was significantly impacted by the women's SSI units' performance. The majority of respondents were successful in increasing their income and savings to a reasonable level and making contributions to their families' well-being. The good effects can only do so much to improve the lives of the respondents and their families” (cberuk.com).

Dr.K. RAJIAH (April, 2021) “WOMEN ENTREPRENEURSHIP IN MICRO, SMALL AND MEDIUM ENTERPRISES IN INDIA” explained that “It is a civil society that provides education, vocational rehabilitation, and environment for supporting women entrepreneurs who establish small and medium enterprises. It trains, guides, supports and enhances the lives of women who are striving for the success of their business. It supports women economically and guides them in converting their ideas into concrete businesses. It is a national association of Women Business owners and helps them with economic, social and political spheres. Its vision is to assist women entrepreneurs, promotes affiliation and spread COWE activities across India” ([sheatwork](http://sheatwork.com)). Women entrepreneurship is instrumental for achieving economic and societal growth.

Ramotar Saini, Dr. Jitendra Kumar Sharma, (2022) “Women Entrepreneurship in Small Scale Industries of Rajasthan” identified that “The position and treatment of women in any community serve as a gauge of that society's degree of civilization. The treatment of women and men in the development process should be equal. Women are primarily responsible for their families' survival, but they are frequently ignored and devalued since they are regarded as inferior. Family has emerged as a key source of support since it enables women to participate appropriately in the production sector and also has market inclinations in this area. Indian women have not had the expected success in society. Until and unless the position and role of women are enhanced, the nation will not be able to enjoy a competitive edge over others” (cberuk.com).

Rizwan Ullah Khan et al (2021) “Factors affecting women entrepreneurs' success: a study of small-and medium sized enterprises in emerging market of Pakistan” findings demonstrated that “women entrepreneurs need motivation and confidence to start their business by arranging the seminar, workshop, women incentives, or women entrepreneurial university. Because our results suggest that if women have motivation and confidence, it can enhance entrepreneurial performance. Therefore, we recommend to government and policymaker to arrange a seminar or women entrepreneurial university, which helps the women entrepreneurs to create courage and start a business. we suggest to policymakers and government to give the education about the business and incentive to starts his own business because SMEs have 40% contribution in Pakistani GDP” (www.ncbi.nlm.nih.gov).

Women's World Banking (2019) “Social commerce entrepreneurship and new opportunities for women's financial inclusion in India and Indonesia” “Women micro-entrepreneurs in India and Indonesia are adopting a variety of digital platforms, which transform their businesses. However, micro-enterprises' digital transition is far from complete. Even as women conduct business online, many transactions continue to occur offline and with cash in both countries. There are still critical unmet needs in the sector to enhance entrepreneurs' use of digital platforms, reduce cash pain, and increase efficiency. For social commerce entrepreneurs to stay competitive, they must address new business challenges, including acquiring new customers; staying top-of-mind and maintaining relationships with existing customers; adapting to customers' shifting preferences around products, platforms, and payment methods; expanding and diversifying product offerings; differentiating their businesses with quality marketing; and increasing business efficiencies and mitigating risk especially in payment and delivery interactions with both customers and suppliers” (www.womensworldbanking.org).

Khaled Saleh Al-Omouh, Raed M. Al-Qirem (2023) “Social Commerce and Its Role in Women's Empowerment and Innovation in Crises” “This study examines the determinants of social commerce adoption among women during crises, focusing on the potential impact of hedonic and utilitarian

motivations, self-efficacy, and social support. It also examines the impact of social commerce adoption on women's empowerment and innovation. women's hedonic motivations, utilitarian motivations, self-efficacy, and social support significantly impact social commerce adoption among women. The findings also reveal that social commerce business has a significant role in women's empowerment and innovation during crises" (jsbs.scholasticahq.com).

Sonia Camacho, Andrés Barrios (4th August 2021) "Social commerce affordances for female entrepreneurship: the case of Facebook". In this study, "we argue that multifarious patriarchal, social, and cultural gender-based institutional barriers limit women's economic development in developing countries. Despite such circumstances, economic needs have motivated women to start a business. Some of these women have used Facebook, a social media platform previously known to them for leisure purposes (e.g., connecting and bonding with family and friends), to develop social commerce activities at no extra cost, available around the clock, and without moving from home. These women become DSE, low-income individuals that use digital technologies for economic survival" (link.springer.com).

III. Research Objectives

The objectives of the study are

- To examine the awareness of Women in building entrepreneurial nature in SSI units.
- To assess the role of social media support to build up entrepreneurial quality of women in SSI sector

Examining-Test Frame

Findings:

Following are the findings of the study that gave a brief overview of small business enterprises that are owned and run by women in different across entire India, the scope of women employees in such enterprises and also the women that are successful and in top leading positions of empowerment by using the social media platforms. Social media platforms like Facebook, whats app, Instagram, LinkedIn, Telegram etc. are not just being used for communication but posting of the various products manufactured, services being offered by knowing the tastes and preferences of consumers and offering the products and services at reasonable prices which is in turn saving a lot of time of consumers who cannot spare time to visit the shops in person out of their busy schedules. Adding on the benefit of return back policy of products is also one preferred than that of no exchange/ no return policy, discounts on price etc.,

PARTICIPATION OF WOMEN IN SSI SECTOR

"The participation of women in SSI sector has been identified in three different roles. Some women were owners of enterprises, some were managers of enterprises and some were employees. With regard to ownership, an SSI or a SSSBE managed by one or more women entrepreneurs in proprietary concerns, or in which she/ they individually or jointly have a share capital of not less than 51 % as partners/ shareholders/ Directors of Private Limited Company/ Members of Co-operative Society is called a 'Woman enterprise'.

WOMEN ENTERPRISES AND SSI UNITS MANAGED BY WOMEN

The total number of women enterprises in the Total SSI Sector was estimated at 10,63,721 (10.11 %). The estimated number of enterprises actually managed by women was 9,95,141 (9.46 %). In the States of Mizoram, Orissa, Karnataka, Goa, Lakshadweep, Kerala, Tamil Nadu and Pondicherry, the share of women employment was significantly higher (more than 20 %). The position of women entrepreneurships and women enterprises is given State-wise in the following table.

Table-1: Participation of women in management/ownership in SSI sector, state-wise

S. No.	Name of State/ UT	No. of Enterprises Managed by Women	No. of Women Enterprises
1.	Jammu & Kashmir	5640	5742
2.	Himachal Pradesh	3515	3722
3.	Punjab	30190	29068
4.	Chandigarh	2059	2243
5.	Uttaranchal	8706	8804
6.	Haryana	10087	9620
7.	Delhi	13368	14383
8.	Rajasthan	29785	36371
9.	Uttar Pradesh	54491	72667
10.	Bihar	38170	49443
11.	Sikkim	30	98
12.	Arunachal Pradesh	131	150
13.	Nagaland	207	179
14.	Manipur	9168	10745
15.	Mizoram	3076	3700
16.	Tripura	631	863
17.	Meghalaya	3658	3580
18.	Assam	11189	11757
19.	West Bengal	71847	69625
20.	Jharkhand	7271	7865
21.	Orissa	33274	38233
22.	Chhattisgarh	11766	10034
23.	Madhya Pradesh	62351	68823
24.	Gujarat	55361	53703
25. & 26	Daman & Diu & Dadra & Nagar Haveli	167	213
27.	Maharashtra	80662	100670
28.	Andhra Pradesh	77347	77166
29.	Karnataka	101264	103169
30.	Goa	677	810
31.	Lakshadweep	61	67
32.	Kerala	137561	139225
33.	Tamil Nadu	130289	129808
34.	Pondicherry	1089	1065
35.	Andaman & Nicobar Islands	53	110
All India		995141	1063721

About 13 % of the women enterprises were in the registered SSI sector and the remaining 87 %

were in the unregistered SSI sector. With regard to the enterprises managed by women, 11.5 % were in the registered SSI sector and 88.5 % were in the unregistered SSI sector. The State/ UT - wise distributions of units managed by women and women enterprises in respect of registered and unregistered SSI sectors are given” (smenetwork.net).

The share of the units managed by women in terms employment was 7.14. The employment generated per Rs. one lakh investment in the units managed by women was 2.49. Principal Characteristics of SSI units managed by women are presented in the following table.

“Table-2: Principal characteristics of SSI units managed by women

For managed women	units by	No. of units	Market Value of fixed assets	Original Value of plant & machinery	Employment	Gross output	Exports
Regd. SSI Sector		114362	33624570500	11047852474	349342	60316833602	3314822655
Percentage total of the respective category	to	8.32	3.66	3.64	5.67	2.97	2.69
Unregd. SSI Sector		880780	37763317590	11496115541	1429962	37324824839	53802469
Percentage total of the respective category	to	9.63	6.04	4.68	7.62	4.72	0.28
Total SSI Sector		995142	71387888090	22543968015	1779304	97641658441	3368625124
Percentage total of the respective category	to	9.46	4.63	4.11	7.14	3.46	2.37

FEMALE EMPLOYMENT

The total number of female employees in the SSI sector is estimated at 33,17,496. About 57.62 % of the female employees were employed in the SSI units located in the States of Tamil Nadu, Kerala, Karnataka, West Bengal and Andhra Pradesh. The State-wise details are given in the following table” (smenetwork.net).

“Table-3: Employment of females in SSI sector, state-wise

S. No.	Name of State/ UT	No. Of Female Employees		
		Regd. SSI sector	Unregd. SSI sector	Total
1.	Jammu & Kashmir	3313	8153	11466
2.	Himachal Pradesh	4016	4134	8150
3.	Punjab	11757	36013	47770
4.	Chandigarh	659	1975	2634
5.	Uttaranchal	2940	13240	16180
6.	Haryana	15651	14889	30540
7.	Delhi	6306	35798	42104

8.	Rajasthan	15003	46065	61068
9.	Uttar Pradesh	23506	180918	204424
10.	Bihar	8353	68908	77261
11.	Sikkim	212	9	221
12.	Arunachal Pradesh	342	104	446
13.	Nagaland	637	2574	3211
14.	Manipur	3853	19485	23338
15.	Mizoram	2188	4636	6824
16.	Tripura	4294	3325	7619
17.	Meghalaya	3139	5664	8803
18.	Assam	9077	16988	26065
19.	West Bengal	26549	304969	331518
20.	Jharkhand	5105	8907	14012
21.	Orissa	11723	213123	224846
22.	Chhattisgarh	10177	52476	62653
23.	Madhya pradesh	29612	111703	141315
24.	Gujarat	41189	79990	121179
25. & 26	Daman & Diu & Dadra & Nagar haveli	6106	126	6232
27.	Maharashtra	78731	162700	241431
28.	Andhra Pradesh	60693	270026	330719
29.	Karnataka	117934	223142	341076
30.	Goa	5309	1833	7142
31.	Lakshadweep	26	405	431
32.	Kerala	189640	224491	414131
33.	Tamil Nadu	270936	223050	493986
34.	Pondicherry	5613	2670	8283
35.	Andaman & Nicobar Islands	124	294	418
All India		974713	2342783	3317496

The proportion of female employees in the total employment in the SSI sector was of the order of 13.31 %. In the States of Mizoram, Orissa, Karnataka, Goa, Lakshadweep, Kerala, Tamil Nadu and Pondicherry, the share of women employment was significantly higher (more than 20 %) compared to the total employment in the respective States” (smentnetwork.net).

Table-4: Particulars of female employment with respect to total employment in the state.

S. No.	Name of State/ UT	Percentage of Female employment in the total employment of the State
1.	Jammu & Kashmir	7.51
2.	Himachal pradesh	6.26
3.	Punjab	5.26
4.	Chandigarh	5.46

5.	Uttaranchal	8.28
6.	Haryana	5.52
7.	Delhi	6.72
8.	Rajasthan	7.04
9.	Uttar pradesh	5.11
10.	Bihar	7.14
11.	Sikkim	16.72
12.	Arunachal pradesh	12.10
13.	Nagaland	5.65
14.	Manipur	17.06
15.	Mizoram	27.46
16.	Tripura	13.38
17.	Meghalaya	13.42
18.	Assam	6.08
19.	West Bengal	15.28
20.	Jharkhand	5.08
21.	Orissa	24.36
22.	Chhattisgarh	11.78
23.	Madhya pradesh	10.51
24.	Gujarat	9.57
25. & 26	Daman & Diu & Dadra & Nagar haveli	14.83
27.	Maharashtra	11.77
28.	Andhra pradesh	15.46
29.	Karnataka	20.81
30.	Goa	24.37
31.	Lakshadweep	26.31
32.	Kerala	37.15
33.	Tamil Nadu	24.48
34.	Pondicherry	23.52
35.	Andaman & Nicobar Islands	5.59
All India		13.31

Source: <https://www.dcsmse.gov.in/ssiindia/census/ch11.htm>

Top 10 women Entrepreneurs in India on Social Commerce

S. No	Women Entrepreneur	Business
1	Aditi Gupta	Menstrupedia

2	Chitra Gurnani Daga	Thrillophilia
3	Falguni Nayar	Nykaa
4	Farah Nathani Menzies	The Mumum Co.
5	Dr Florida Tilton	Biozone Research Technologies
6	Ghazal Alagh	MamaEarth
7	Hemalatha Annamalai	Ampere Electric
8	Indra Nooyi	PepsiCo.
9	Kanika Tekriwal	JetSetGo
10	Kiran Mazumdar-Shaw	Biocon

Source: <https://locobuzz.com/blogs/top-30-women-entrepreneurs-in-india/>

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IV. CONCLUSION

The study on the topic Role of social media in empowering women entrepreneurs of small-scale industries concludes that “Empowering women has become a prominent socio-economic development trend. Empowerment cannot just be restricted to an economic context but also as the capability of women to mobilize and organize separately and collectively for social changes in communities and society. The difficult living conditions caused by COVID-19 have increased pressure on women to assume more responsibility for their families and society, where creating employment opportunities has become a more imperious issue than ever in an environment with high unemployment rates. Social media has provided unprecedented opportunities to empower women to independently exaggerate online business and engage in commercial activities via social media platforms while conducting their traditional roles and duties” (jsbs.scholasticahq.com). Social business run by women comprehending into the socio-economic landscape of India. Diversification of markets and penetration of digital systems into all fields has made the small businesses. Social media platforms have given the boost up to the women entrepreneurs in expanding their territorial extents virtually and

raise the scope of maximizing longevity of their business concerns. By the information gathered from various sources, research papers, e-magazines, web portals it is obvious to say that social media has just figured out the path way for the women entrepreneurs of small-scale industries to surpass the various hindrances of territorial boundaries and raise the extent of reaching out the customers at large and improve the efficacy of performing business operations on par with big industries and also raise the scope of empowering others too.

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