

Social Media Successfully Paving Ways Towards Entrepreneurial Opportunities for Indian Women

Jyotsna Rai * and Rakesh Kumar Yadav **

Abstract

In present scenario and in today's world social media is one of the most fascinating trends for entrepreneurship. In most precise sense the word social media could be stated as any electronic service by which Internet users can create and share a different type of information all over the Internet. Today, this powerful platform is creating new opportunities for consumers to involve themselves in social interaction on the internet. Social media is now being considered vital for driving economic and market growth, employment opportunities and supporting in narrowing the generational and gender-based gaps in our society.

In 1991 with advent of LPG jobs were considered as safest way of living and also promised a financial and social wellbeing. But with passage of time service sectors also started facing certain environmental challenges that motivated young minds to explore out better avenues for themselves. Earlier self-employment possibilities were restricted to agricultural and small-scale businesses, but with government's initiatives towards digitalization, Make in India and easy start up national programs, the self-employment possibilities shifted towards these new avenues. These new platforms of self-employment also provided the desired podium for women entrepreneurs for job creation and skill developments. Women have always been a key contributor to the social system and this century had brought in dramatic changes in their roles, attitudes and ambition. There are many examples, like Aditi Gupta, a female entrepreneur from small town in Jharkand, making all efforts to talk about common taboo of Menstruation, with venture 'Menstrupedia', a company that arranges a supportive guide which assists and encourages young females to stay healthy and energetic during their days of menstruation and much more. This paper is all about such budding women entrepreneurs who are doing extremely well in different areas with the help of social media as a platform. This is an exploratory study based on various secondary data sources and tries to understand the growing bonding and dependency between social media and women entrepreneurs.

Keywords: Social Media, Women Entrepreneurs, Social Media Marketing, Digitization

* Research Scholar, IFTM University, Moradabad, U.P : jyotsnarai.faculty@gmail.com

** Professor, IFTM University, Moradabad, U.P. : rkyadav@iftmuniversity.ac.in

I. INTRODUCTION

We are living in the very organized social media world which provides a good opportunity for people; marketers or prospective consumers to interact with each other. This open media has won the trust of people as in whatever type of online consumers they are, they all are connected at a deeper level. As we are aware that these social platforms are fully dependent on technology, android mobiles and internet services to build and access these highly interactive platforms, with the help of which consumers can create access, share, and modify the users developed contents. Today social media as a platform is increasingly playing an important role in the empowerment of the women across the world, numerous e-commerce projects have been launched globally to tap the skill set of explore and exploit their potential particularly in their respective counties and global markets.

In today's global context India has been seen as 3rd favorable base for technology startups in the world (Online Source: Zinnov Research Analysis, The next web, LeWeb Blog). Entrepreneurship is the "in" word these days. With the government giving a lot of emphasis on 'Start up India' concept, the encouragement of entrepreneurship is creating waves across the general public. Increasing awareness of entrepreneurship clubbed with easy access to technology in general and the social media tools i.e. Facebook, Whatsapp etc. in particular are becoming a boon for women entrepreneurs.

According to online statistics in India, there are around 8 million female entrepreneurs who have initiated or are running their own start ups i.e. 10% of official businesses in India are owned and successfully operated by women. Reports state 58% of Indian women entrepreneurs start their ventures between the ages of 20-30 years. 73% of women reported their revenues for the financial year are under 10lakhs, 57% of female entrepreneurs singly started their business. According to Biztor.com a survey which was published on March 15, 2018, professional services, apparels/accessories and food and beverages as most favored areas of their

entrepreneurship. Facebook in 2016-17 also contributed its part by adding a tool to empower women under "Community Finder" and "Credit-Her" programs to support women owned business and give them credit for their incredible contributions.¹²

Our country has been marred by prolonged unemployment crisis, therefore the Indian Government welcomed the startup culture with open arms. Government of India is offering a financial boost, exclusively planned for upcoming Indian women entrepreneurs. Below are some lists of the available government provisions for encouraging women entrepreneurship in India:

- Mahila Udyam Nidhi Scheme
- Bhartiya Mahila Bank
- Dena Shakti Schemes
- Stree Shakti
- Udyogini Scheme
- Orient Mahila Vikas Yojna
- Annapurna Schemes
- Cent Kalyani Scheme

To further strengthen and support the Indian startup culture Government has rolled few schemes for young entrepreneurs:

- Modified Special Incentive Package Scheme (M-SIPS)
- New Gen Innovation and Entrepreneurship Development Centre (NewGen IEDC)
- Single Point Registration Scheme (SPRS).

The startups have mostly been a male dominated area, but the government of India has eased the regulations along with support from Ministry of women and child development rolling out platforms for women entrepreneurs to boost the entrepreneurial skills. Online statistics suggest that women are just 1/4th of the male entrepreneurs. These schemes are giving them platform to realize that not only their respective homes, but the nation can also progress if women are not full contributors to the development process. Today, women are stepping and exploring all horizons of their entrepreneurial skills be it operating from

their cement and mortar offices or through click and go technologies. In this paper, we would try to investigate how using all the external support, women are using social media as a platform to explore out their entrepreneurial skills and making a significant difference in their and others lives too.

2. LITERATURE REVIEW

The essence of this study is to understand how technology has become the x factor for woman entrepreneurs to explore their hidden business skills and in this respect this study has been conducted to understand aspects like women entrepreneurship, the impact of social media platforms, marketing through these social platform and how digitalization (digitization) technique uses social media tools like Whatsapp, Instagram, Facebook, twitter etc. in creating opportunities for Indian women entrepreneurs. To fulfill the required purpose of our study, we have reviewed and analyzed different international as well as national research literatures and online newspaper articles.

Women Entrepreneurs

The step of starting up of a new enterprise or rejuvenating an old existing business venture so that some benefits could be extracted from the new environmental opportunities is in simplest words known as entrepreneurship. Entrepreneurs are constantly looking out for commercial opportunities for starting an initiative as business development is a course of exploring and exploiting prospective opportunities. Shane, & Venkataraman (2000), Yannis & Wall (2005) said, 'entrepreneurship is actually a state of intelligence which cultivates unsurprisingly based on ones nearby environment and involvement that paves the way for one to think regarding life in a particular different way'. As per Gordon & Natarajan (2007) "an entrepreneur is a someone who plans to start up a business concept and searches for further new ideas and responds to it", Therefore, analyzing and apprehending right opportunities is an elementary part of the entrepreneurship process. Nevertheless, this process is mostly challenging, filled for

entrepreneurs as they step forward to generate their own enterprises and boost pecuniary performance. Numerous researchers have attempted to explore how and at what time entrepreneurs identify and utilize opportunities via accessible resources.

Entrepreneurship from the past has been a male dominated trend, but gradually time is making a drift presenting today's women as most inspirational and outstanding stories of entrepreneurship. In 1991 after the wake of economic liberalization, privatization, socialization and globalization this entire process of women entrepreneurship gained the much acclaimed momentum in India. Women empowerment has become a multi-spatial built up described something as "a method by which women are able to organize themselves in a better way to boost their own self-dependency, to avow their autonomous rights to make preferences and to organize resources that will assist them in challenging and eradicating their own servitude" Cohen & Winn (2007).

Goyal & Jai (2011) state, 'women entrepreneur as an individual who is all geared up to acknowledge challenges in every role in life to meet her personal requirements and turn out to be economically self-sufficient. The strong aspiration, desire and competent enough to contribute something positive to family and society is an integral quality of entrepreneurial women.' The thin line that makes men and women entrepreneur's difference lies in their attitude to create something new, a distinct self image and an action which initiates a worth in the complete societal ecosystem. Taking an example, Constantinidis (2011) said that females who supposed themselves to be associated with the notion of 'social women entrepreneurs' took Whatsapp or Facebook as a useful means to allow them to draw a balance between social networking and family, although social networks were supposed to propose women entrepreneurs with more platform support than their counterparts, with women entrepreneurs recording more acquisition of new customers and channel partners through Whatsapp and Facebook connections. It is noticed that social media usage

would offer benefits to women entrepreneurs, particularly in upcoming economies of the world. As per the hypothetical model, Ajjan *et al.* (2014) they have theorized that the use of social media by female entrepreneurs in growing economic markets would boost their self-potency and encourage wider social wealth thus leading to female empowerment. Therefore, Ajjan *et al.* (2014) states, social media have increased the degree of control a female has on her life along with the decisions and choices she makes for herself and others. Vivakaran & Maraimalai (2017) states that Indian Constitution ensures the equal conduct for all its citizens without any kind of discrimination. On the different look, the male-controlled origins of our society have uncovered women to experience severe differences. This is resulting in an extensive gender split, which has been apparent to affect all the facades of a female's life. A huge gender gap is witnessed in the field of entrepreneurship due to the lack of acceptable education, exposure and appropriate vocational training among promising women entrepreneurs.

Neumeyer *et al.* (2018) in their study to explore the paraphernalia of race, society, and past undertaking experience on the societal capital circulation of women entrepreneurs in the entire entrepreneurial ecosystems. Their collected data on social network data suggested that accurate network connectivity and the circulation of social capital are pointedly diverse for male and female entrepreneurs across globe. Male entrepreneurs display higher relative scores of connecting social capital in hostile and able to manage growth venture networks, whereas women entrepreneurs exceed their male equals' connecting capital notches in lifestyle and endurance venture networks. They quoted that experienced and successful women entrepreneurs that self-identified as a particular race showed a higher propensity of network connectivity and linking social capital in the entire entrepreneurial ecosystem compared to other entrepreneurs.

2.2. Social Media & Social Marketing

Berthon *et al.*, (2012) describes 'Social Media' as a sequence's of technical modernization in terms of software and hardware that make possible

economical content development, exchanging, interaction, and cross operability by internet users. Lazer & Kelly (1973) stated social marketing as 'a study related to the relevance of marketing insight, different thoughts, and methodologies to improve on societal plus monetary fronts. It is also apprehensive with the examination of the societal relevance of different strategies of marketing, judgments and actions. Hossain & Fairuz (2005) elaborates 'Social Marketing' is a technique that attempts to take help of social media to influence customers that particular brands, products and services are better and advisable. Social media marketing is marketing using the platforms like various online communities, online networks; blogs etc. are involved amongst the study of the overall societal repercussion of marketer's strategy, decisions and other activities.

The latest studies on entrepreneurial prospects, social media behavior and social platforms have fascinated the attention of researchers looking out for identifying ways entrepreneurs find entrepreneurial opportunities. As per Lim & Xavier (2015) a sound social capital and social networks helps finding entrepreneurial opportunities and give confidence to a person to think of becoming an entrepreneur. In present scenario social media platforms are often thought of as constructive tools for entrepreneurship; they facilitate entrepreneurs to straightforwardly recognize changes and favorable circumstances in business establishment through contacts and communications with friends and peers on the platform. Today social media paves paths to reach out prospect customers easily and create new thoughts for starting a venture Carolis & Saporito (2015), Cort *et al.* (2015) states, small and medium entrepreneurs get advantages of social platforms in marketing and selling operations by building a close and gainful relations with peers, associates, and customers. We understand building a strong relationship is significant for success; entrepreneurs are likely to use social media for distribution of information and explore enhanced opportunities. Entrepreneurs try to enlarge their social networks and online interactions to find innovative ideas; but not necessary, others are taking the same advantage of social media for the

same purposes i.e. identifying opportunities, targeting markets or recruiting employees.

Park & Sung (2017) have stated that social media platforms are becoming a crucial part of modern entrepreneurial practice. They are offering all set of entrepreneurs a podium for business and brand development. Though, very little is identified about the outcome of social media use in recognizing entrepreneurial prospects. Their research uses social cognitive theory, and focuses on how critical factors like prior information, attentiveness, and social media, may impact different aspects of opportunities which could be like the finding something new and the creation of commercial opportunity. This study focuses on the investigation of the moderating role of social media use of entrepreneurial opportunities.

We can also see, the use of social media in marketing and entrepreneurship with a holistic approach, taking into consideration the enterprise scope, background, structure and control Felix *et al* (2017). For example, the use of social media could be done in understanding the consumers, their views or feedbacks and suggestions and it can simultaneously be used to be monitored and controlled by associate parties like stakeholders and business partners. Sometimes it does get questionable that the use of social media really empowers entrepreneurial opportunity for women entrepreneurs in practice. Despite the consequences of the basic issue in entrepreneurship, there still has been less investigated on what ability women need to attain to recognize the entrepreneurial opportunities and even if social media impacts on the various phases of creating a business then to what extent. Hence, with the help of this study, we would try to inspect and suggest how social media usage is successfully paving ways for women entrepreneurial opportunities.

2.3. Digitalization / Digitization

Digital indulgence for any venture is not a choice option but is a necessity or a crucial business need. Be it a global brand or nearby Mom and Dad store, all are gearing up to take the best out of this digital bandwagon. Today's marketer and their marketing techniques, understands digitization is bringing all the up to date technologies into the scene, along

with keeping the human relationship is equally important to customers. Social media is a bigger digital platform today and this platform is such an integral part of our everyday life, that we share our thoughts, preferences, opinions and information with our family, friends and open public.

In layman's language digitization is a process of transforming any kind of information into a digital format. Rouse Margaret of Techtargget.com (2018) defines digitization as a format that helps the information to be kept in organized and discrete units of data (known as bits) which can be separately accessed and addressed. This digitized information is in the form of the binary data (i.e. 0 and 1) that computers and many electronic devices with computing capacity can understand and process. Digitizing information makes it easier to preserve, simpler to access, and share. In recent year digitization has also contributed to the growth of Indian economy, Improved Telecom and Information and Communication Technology, extensive Internet penetration, availability of skilled and efficient manpower have exhibited in building ICT based startups and with government playing a significant role in promoting digital economy.

3. RESEARCH METHODOLOGY

This study is an exploratory study which is based on secondary data and some personal interviews. The secondary data for this study has been collected from the different national, international journals, e- newspapers, and different websites. The objectives of the study are as follows:

- 3.1. To investigate different challenges and opportunities of women entrepreneurship.
- 3.2. To examine the role of social media and social marketing in the success of budding women entrepreneurs.

4. DISCUSSION

After reviewing the literature from various sources, the researchers have drawn the following information through which the objectives of the study have been achieved.

4.1. Opportunities for women entrepreneurs
In the process of attempting to get free from the chains of societal prejudices, intellectual bias, tags

such as an inferior sex to fulfillment of their responsibilities of looking after home and family, Indian females are now recognized, respected, accepted and looked up to for their new roles as 'entrepreneurs'. With the growth of social media, women entrepreneurs have got the choice to have a successful career with desired freedom. Multitasking has been a key trait in women and they are born with it, social media entrepreneurship is helping women with the advantage of the significantly lower costs of setting up shop online, with the ability to expand easily. The marketing via social media happens to target on traits often associated with women, i.e. teamwork, cooperation, and sharing. Another beneficial aspect of social media channels is that they give the business direct access to customers, facilitating better communications between management and consumers.

4.2. Success stories are incomplete without challenges

To understand women entrepreneurship, we need to realize that for all the opportunities that paved in, women have written their success stories but surely those are incomplete without the challenges they overcame. They realized that apart from the domestic front tough call, any business or social start up will be successful if they are able to find an inmate market or any un-catered the need of consumers. They understood the success would be achieved only after they walk tirelessly on the path to meet their goals with patience, meticulousness and smart work. In subsequent stories like Menstrupedia.com and Yourdost.com the challenges were quite bigger and different; a tough job to make changes in the perpetual set of people regarding their services and make them understand, communicating with the audiences through social media was for spreading awareness and educating them about the importance of physical health, mental health and emotional wellness. All discussed women entrepreneurs in this paper have their own learning's and inspiring stories.

4.3. Social Podiums have empowered and enabled Women in modern days

Today social media have motivated women folks to discuss and bring forward their issues and ideas

in front of the entire world for their respectful survival. Women strove their journeys, toiled in efforts got noticed and created stories behind them for others to follow. Today's Era of social media and digitization has helped women stand up and utilize their competencies, achievements and potentials to their best and overcome the disruption in the digital echo system and transforms their plans into occurring realities. Social media as a background is building an effective and efficient network for aspiring females who wish to pave ways for business opportunities and getting a global platform to uncover their happening ideas and innovative talents. There are numerous lists of success sagas of budding women entrepreneurs who have made their distinct mark and marked digital space as a harbor of different enterprising opportunities. This digital platform apart from giving women a podium to boost their carriers and business has also given the courage to influence, motivate them to speak, talk or even discuss issues which are necessary and vital for their respectful survival but are often flagged as taboos in patriarchal societies. Women today have decent platforms to talk about these issues without hindrance and confinement. With this changing set-up, entrepreneur like Aditi Gupta has initiated 'Menstrupedia' to aware and educate rural girls and females about mensuration and women's hygiene.

4.4. Social platforms inspiring women to become entrepreneurs

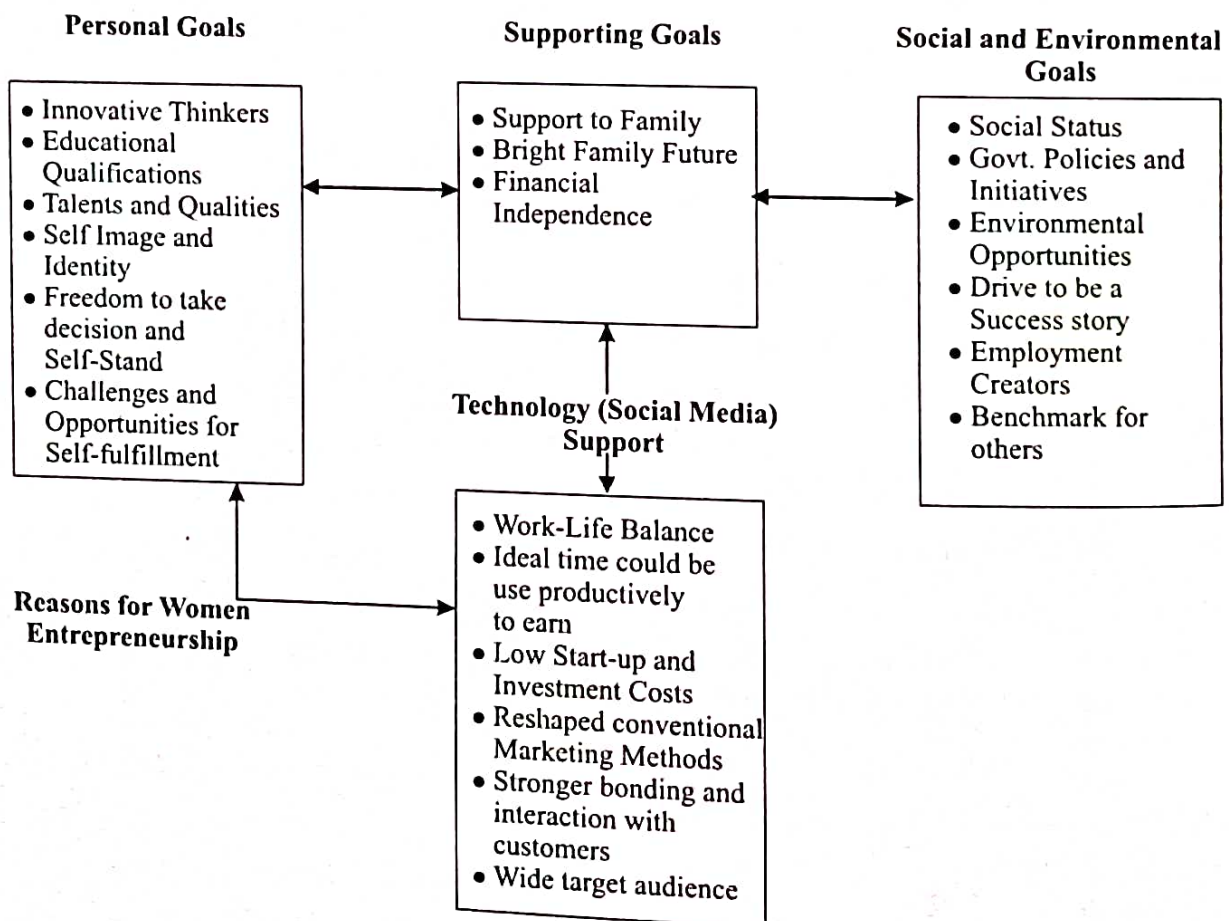
The new generations, women are more entrepreneurial compared to the past generations, they have smashed all glass ceilings around them are set to indulge in every line and length of professional dealings. Pre and post independence era has witnessed females especially housewives making their way in business activities as a means to support their families by extending their kitchen activities from Papad, Pickel, Spices and Catering to other creative and different fields. At the time turned its course, educational and technological facilities, women started changing from PPSC's to Creativity and E- Business. Changed attitude, skills, awareness, tech savvy and flexibility in work are certain causes for these women to emerge in their trade ventures.

Social media has paved the beginning of a new era where a segment of online female entrepreneurs are not only coming forward with new start up ideas, but also utilizing the social platforms to augment their old businesses and build new channels like they have never done before. Like other countries in India also, there are extensive ranges of e-commerce pages on Facebook and other social media portals, the majority of their owners are women. Though there are no proper authentic data as of how much digital women entrepreneurs have registered their business on social platforms per year and overall how they are performing, but online researchers and online news agencies are curiously investigating with primary as well as secondary data on women entrepreneurship, and it does reveal that today social media platforms have successfully paved better opportunities of carrying out businesses and socializing more convenient for women.

In current scenario working professionals are turning into work providers and we often hear that women start their ventures due to some distressing or life changing events, but recent years have seen a talent bunch of ladies starting their own enterprises and as more women are opting to quit their corporate world 9 to 9 jobs to plan out something better for their destinies. These women are blooming as renowned chief, bakers, jewelry designers, fashion stylists, interior decorators, social journalists, exporters, authors and online publishers, social echo entrepreneurs, apparel manufacturers or just a social trend setter and exploring all new channels of financial liberation.

In the course of this study, we attempt to bring forward some of the reasons stated as a model that have been extracted from the literatures reviewed on online women entrepreneurship and social media in the different countries, and are illustrated as follows:

Figure1: Social Media Adding Reasons for Women Entrepreneurship



On the basis the above model following finding can be discussed:

- Social media has encouraged females understand and habituated them with entrepreneurial conditions through promoting online and realized them that they can utilize their leisure time more productively.
- The costs involved, such as operating costs and other investment, are low with respect to social media ventures which have ultimately motivated female entrepreneurs.
- Social media facilitated females to work from homes or at their convenience thus resulting in better work-family life balance.
- It has provided the new source of earning,

sound financial stability and independence of the women thus enhancing their decision making participation, autonomy and self-esteem.

- A major advantage of operating businesses via social media is that it does not require any high level of educational and technical qualification resulting in less start-up hassles.
- The attractiveness of social media platforms is that it encourages female entrepreneurs to display any type of business idea that could be communicated to its target customers, be it a small seller's Banarasi silk saree or Lucknowi chicken embroidery artwork to proffer, or customized facilities for interior decorations, or personalized cakes and bakery items.

Table1: Women Entrepreneurs of Modern Time Who Use Social Media and Social Marketing

Sl. No.	Women Entrepreneur Name	Startup/ Enterprise	Year of Enterprise	Success Saga
1	Shradha Sharma	YourStory.com	2008	A small city girl created a venture which is country's largest online media podium for entrepreneurs to bring forward their insight, stories and has played a vital part in promoting the entrepreneurial ecosystem in India.
2	Anisha Singh	Mydala.com	2009	Mydala.com is India's leading mobile commerce venture offering online discount coupons to their users; to avail the best saving shopping deals from local neighborhood groceries, restaurants and salons to the largest movie chains and online stores.
3	Anu Sridharan	Nextdrop.com	2011	Her social enterprise deals with a major problem of urban areas i.e. of water supply. NextDrop make sure to keep the residents informed about the stipulated water supply and also takes the initiatives for appropriate management of water supply in order to save it.

Sl. No.	Women Entrepreneur Name	Startup/ Enterprise	Year of Enterprise	Success Saga
4	Ajaita Shah	Frontiermarkets.com	2011	This sale and distribution startup with the aim, that every rural individual has the right to basic sanitation delivered quality and reasonably priced consumer services to rural Indian belts across the country. It is providing energy and sanitation fittings to low income group households, especially in rural areas.
5	Richa Kar	Zivame.com	2011	Zivame.com is India's first female online store of lingerie offering a platform for varieties of lingerie and nightwear. Highly popular and successful on social platforms for their understanding of personalized need and requirement of female customers.
6	Suchi Mukherjee	Limeroad.com	2012	A popular eCommerce website dealing with fashion and lifestyle products. Started as an all women catering platform, but gradually in a short period of time expanded its horizons to men and home décor segments.
7	Aditi Avasti	Embibe.com	2012	An Artificial Intelligence startup which is a platform that assists students from class 8 th to 12 th to improve the results for their competitive exams. It aims on important examination performance areas i.e. Promptness, accurateness, management of time and critical psychological aspects such as confidence and determination.
8	Aditi Gupta	Menstrupedia.com	2012	Menstrupedia.com took the courage to talk socially about most common Indian taboos i.e. Menstruation. This social initiative gives a practical guide and creating a consciousness through its comic menstrupedia about female personal hygiene and breaking myths attached.
9	Rashi Menda	Zapyle.com	2012	It brings one stop destination for Indian fashion brand conscious women making designer accessories and attires fresh or pre owned available at affordable prices and in any corner of Indian market just at a click.

Sl. No.	Women Entrepreneur Name	Startup/ Enterprise	Year of Enterprise	Success Saga
10.	Falguni Nayyar	Nykaa.com	2012	A one shop halts for beauty and fashion conscious customers. The low cost pricing strategy and offering a wide-ranging selection of makeup, skin, hair, bath and body care items, luxury and wellness products for both women and men.
11	Upasana Makati	White Print.com	2013	Whiteprint is known as country's first lifestyle magazine targeted for visually impaired in Braille. A really innovative initiative for that segment of people who are mostly ignored for being different from others. A tough job, but this magazine and its social media platform have brought together many people who were cut out of such leisure entertainment just because of lack of avenues.
12	Richa Singh	Yourdost.com	2014	It's a unique kind of intellectual well being and emotional support venture that stopped more than 70 thousand people from committing suicide because of numerous reasons. When Indians are worst hit by depression episode, this forum is surely a blessing in disguise.
13	Sairee Chahal	Sheroes.com	2014	Sheroes is an all women's network platform, which offers support, aids, opportunities and connections via Sheroes.com and its App. This community for women gives them a safe and trusted ground to discuss different issues pertaining to their lives, careers, relationships etc. Sheroes in association with The Times She UnLTD Entrepreneur Awards have been celebrating the power of women entrepreneurs who have emerged out of the humdrum of their monotonous daily life; this community platform has been tirelessly offering support to budding women entrepreneurs.

Sl. No.	Women Entrepreneur Name	Startup/ Enterprise	Year of Enterprise	Success Saga
14	Shanmuga Priya	Unique Threads Sarcees	2014	A woman entrepreneur who is making other women empowered by reselling her silk sarcees from their homes across the nation and overseas. This all started using WhatsApp to sell sarcees online to family-and-friends on different WhatsApp groups, but now it is a thriving business generating profits and employment to other females. The resellers of unique threads are not just in India, but in other countries like US, UK, and Australia. Priya had slowly built a band of women resellers. And today, successfully sells sarcees and textiles to more than 2,000 plus resellers through online platforms.
15	Pankhuri Raj	Myshkastore.com	2016	Pankhuri coming from a traditional Indian family and proving small eyes can surely see big entrepreneurial dreams. Myshka an online men & women fashion, clothing manufacturing brand providing trendy and quality apparels at most reasonable prices. Myshka stands apart as it vows to procure their manufacturing inputs from small scale women entrepreneurs only and providing empowerment to many women folks involved in this process. Myshka as an affordable apparel brand is widely available on most of the popular Indian, e commerce portals.

4.5 Examples of successful and budding women entrepreneurs in Indian context who have made up distinct position in social startup ecosystem

Women are realizing that social media is a very powerful tools if they wish to get ahead in their start up ventures. In the current scenario social networks are the crucial networking field and women entrepreneurs have recognized out that there exists a gold mine which has to be tapped into when accurate collaborations can be made between people. We can say collaborations are a great source of strength for businesses today on

social fronts, and the social media women have built a good ecosystem of networking group with key their strength of inclination to help each other and society as a whole.

5. ANALYSIS OF PROMISING WOMEN ENTREPRENEURS

This study gave us the opportunity to interview and presents the success stories of two budding women entrepreneurs who broke the traditional ideologies related to women that mothers or wives are just there to look after homes and kids and they can at any point of time sacrifice their hard earned

careers for household responsibilities. These women are stepping up the success ladders and making their social enterprise a popular online apparel destination.

5.1 Myshka Enterprise – Pankhuri Raj

The owner and founder of Myshka, Pankhuri Raj a person with her grassroots associated with one of the most traditional states of India, Jharkhand; took a bold step in fashion and modern apparel segment. Myshka is an online men and women's fashion clothing brand which is quite popular on many eCommerce portals. Myshka came forward with a difference in its strategy and passionately aimed at providing online shopper's fashion products at reasonable prices. Pankhuri Raj with her dream of becoming a fashion entrepreneur is aiming for revolutionizing the way Indian shoppers purchased the lifestyle products online. Before founding, the social brand Myshkastore on Facebook; Raj had her association with banking and financial brands like IndusInd and HDFC Bank.

Pankhuri Raj a post graduated in management from Institute of Productivity & Management, Ghaziabad and arts graduated from, Ranchi. Coming from and marrying into a service class family with no business background and after devoting 14 years of working in the corporate world, at 33 years, Raj felt she needs to devote more time to her daughter and decided to come up with her own enterprise which would ease her from 9 to 9 job and start an online brand, especially in social media for western fashion apparels and this is how in 2016 Myshkastore came into its existence.

Myshka model of operation – it makes it extremely price efficient for customers. In other words, they are easily available on most of the Indian eCommerce portals like Flipkart, Jabong, LimeRoad, Amazon etc. Started with an own saving investment of 10 lakhs in 2016 and gradually reaping turnover of around 1cr. in 2019. Myshka is penetrating into the Delhi NCR markets and paving ways for online expansions to other geographical locations too. They have recently set up their own in house production unit to somewhat reduce the procurement costs and have three

outhouse production tie ups in Delhi and Jaipur. Myshka have a strong vow to procure raw material and associate maximum females with them so as to make a difference in their lives. This 1 Cr. Enterprise of Pankhuri is well supported by 30 on roll and 7 outsourced team of professional who are well versed with the competitive fashion apparel markets.

The next step to the expansion of Myshka would be their launching of Kids segment to be cratered as one stop shop destination for online shoppers. LimeRoad is Myshka's largest eCommerce partner and Pankhuri has received acclaim from Amazon with an Extra Mile Award for her growing business through Amazon, India Business Award 2019 and Times SheunLTD Entrepreneurship Award 2019. (Source: Self Developed, Personal Interview)

5.2. Unique Thread Sarees: Shanmuga Priya

S. Priya hailing from Chennai, Tamil Nadu saree selling was her mother in-law's interest and she would sell them from door to door. Priya changed the mindset of people, especially ladies around the globe by intervening technology to change the perception for traditional attire. After her mother in-law's death, Priya quit her well earned corporate job and to add to extra income and share the family responsibility along with her husband, she thought to take this all to a next level of operation 'the saree selling'.

Priya formally started the venture Unique Threads Saree as a trail an error step in 2014 where she invested all her saving and appointed weavers for her cotton and silk sarees. It all started with selling 15 to 20 sarees to friends and relatives on different family and friends WhatsApp groups gradually during the festive seasons the demands started growing and Unique Threads increased the numbers from 20 to 90 or 100 sarees per day. Saree is a traditional and ethnic wear the festive seasons gave major boom in the sales and production of Unique Threads and now it's a thriving business generating profits.

From 2014 to 2018 Priya has sold sarees worth \$600,000 plus, she functions as a self producer of sarees and also resells it to different small resellers and direct customers. She has not only brought prosperity and growth to her family, but also

empowering as many women struggling for income source and making them her associate reseller. Priya expanded her operations by catering not only to customer base from Southern India, but also Indians across UK, USA & Australia.

Unique Thread Sarees started with 200 resellers and sold a variety of cotton and south silk sarees and different types of textile materials and weaving threads. Journey from small online family groups to at present handling 11 WhatsApp professional business groups, increased demands made ways for the Facebook brand page and at present scenario Shanmuga Priya has more than 70,000 plus female resellers associated with her. The success is always incomplete without coordination of family and support teams, Priya has a marketing team of 8 who look after all Facebook marketing and interactions. The specific arrangements are there for proper logistics of the sarees and associations with reputed couriers and logistic companies are done so that the shipments could reach safely without damage to different geographical locations.

Priya is happy to provide financial support for her family, empowering other females and making them financially independent by staying back at home and just selling sarees, she most importantly feels its far better to be at home and properly divide her time between her business hours and the family and kids.

6. DISCUSSION

On analyzing the cases of women entrepreneurs discussed here from secondary data and the primary examples of ventures of two budding fashion apparel entrepreneurs who have set up their kingdoms and got success, we found some similarities in the way these and other women entrepreneurs are running their startup's using social media. Certain key characteristics are very essential that are mentioned below:

- a. Zeal
- b. Passion
- c. Determination to achieve success
- d. Strong sense of self identity

These characteristics would not only help in achieving, sustaining and growing self as an

entrepreneurs but also make a very strong and positive mark in the lives of close or associated people. These entrepreneurs have very prominently encouraged all sets of talents to be part of their ventures and to flourish the mutual social entrepreneurship. Getting the easy access to internet in form of social media with wider coverage and connectivity with associated channel people have increased all possible probabilities of larger target audiences for their some very innovative ideas and also enabling a fair competition in the market for the customers.

7. LIMITATIONS

Primarily this study is based on the literature reviewed from various published sources i.e. secondary data and two cases discussed on the basis of personal interaction in the form of informal and unstructured interview. A critical limitation of our study is that the principal source of data is collected from published literatures; therefore there is a lot of scope that the study can be further carried out by other researcher's with the help of primary data using statistical tools to establish the relationship that social media and social marketing are giving strong platforms to budding women entrepreneurs irrespective from rural or urban regions in different parts of the country.

8. CONCLUSION

The interpretation of literatures, personal interactions and the self developed model, helped us identify that women are vital milestones in the progress of any nation's economic system and have much larger prospective to achieve success. The success stories and case studies, we brought forward symbolize true mark of admiration and development, as well resulting in overall empowerment of women. These groups of women entrepreneurs and many others are those who have paved their ways different from the regular offbeat paths and have discovered a different opportunity of monetary and social contribution by creating opportunities for employment for the marginalized stratum of the society. These budding entrepreneurs are leaders, self-confident, risk takers and successfully managed to survive and accomplish a strong position in this world of cut

throat competition. These role model entrepreneurs indisputably recognized the truth that the females are equally competent and booming business runners as men have traditionally been in this industry. Thus we conclude our study with the acceptance that women are getting success in their online business ventures and today's social media is playing very impactful role in accomplishing this successfully.

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