

## **Ethnographic [Feministic- Empirical] Study On Excessive Factors For Women Entrepreneurs After The Development Of Information Technology Sectors In India**

<sup>1</sup>Leelesh Sundaram.B , <sup>2</sup>Dr.A. Jency Priyadharshany

<sup>1</sup>B.B.A.L.L.B(Hons),Saveetha School of Law , Saveetha University, Saveetha Institute of Medical and  
Technical Sciences, Chennai77, Tamil nadu , India.

<sup>2</sup>Assistant Professor, Saveetha School of Law, Saveetha University, Saveetha Institute of Medical and  
Technical Sciences, Chennai77, Tamil nadu , India.

<sup>1</sup>[leelesh03@gmail.com](mailto:leelesh03@gmail.com) , <sup>2</sup>[jencypriyadharshany.ssl@saveetha.com](mailto:jencypriyadharshany.ssl@saveetha.com)

### **Abstract:**

*The nature has bestowed the beautiful capacity of procreation of life within women, India being a conservative country has portrayed women as symbols of serenity and purity. After the development of feminism and feminist jurisprudence in India, various platforms of outshines was developed for women in the public domain and One such indispensable platforms was entrepreneurship, The women entrepreneurs in India have overcome the traditional barriers and have proved themselves beyond the shadow of doubt in all spheres of life. The history of the country helps us understand that there is an increasing trend in the venture of women entrepreneurs in India and the Information Technology sectors's development has acted congruent to the increasing trend. An general ambiguity that prevails with respect to role of IT sectors in women entrepreneurship in India is its relationship. This paper by the virtue of empirical study attempts to identify the relationship between development of information technology sectors and women entrepreneurship. The study also aims to study the factors of digitalisation by the Information sectors that has helped the women entrepreneurs in India. This papers focus to understand the role of social networks in development of women entrepreneurs. The study attempts to analyse the role of Information technology sectors as a factor of Arousal for women entrepreneurs in India. Finally by the help of this study an attempt is made to give effective recommendations to make concept of digitalisation more suitable for women entrepreneurs in India. By the help of ethnographic research and quantitative methods it could be identified that Women entrepreneurship development is the result of growth in information technology sector in India and The process of sharing of information and the rationale in starting up a business became more simplified in nature, which acted as a arousal factor for women to start up their businesses. The study recommends that*

*Women entrepreneurship development is the result of growth in information technology sector in India.*

**Key words:** *women entrepreneurs, Information Technology Sectors, digitalisation, social networks, India*

### **Introduction**

An entrepreneur is an individual who starts a business of his own after understanding the risks and challenges involved within such establishment. The recent development in the society and the industrial growth have led to the formation of different types of entrepreneurs and one such notable type is the women entrepreneurs. Females who start the business of their own by and after understanding the risk factors that are involved within such an establishment are called as women entrepreneurs. It could be noted that the women entrepreneurs have become important players in the current society. Despite the fact that the number is still little when contrasted with organizations claimed by men, this is empowering as it demonstrates that ladies never again hold fast to the generalization that no one but men can be breadwinners in the family. Other than various commitments relegated to ladies including regenerative errands, for example, childcare and doing house work, ladies can discover accomplishment through their own organizations. In spite of the fact that there have been confinements, hindrances and barriers looked by these ladies before, society have started to acknowledge that ladies business visionaries do contribute extraordinarily to a nation's economy. All things considered, it is not any more surprising to see ladies heading their own particular organizations and being effective in the meantime. The general attitude has changed so much that ladies who juggle family with vocations are viewed as proficient and skillful to deal with business autonomously. In addition, it is not any more interesting to have business dealings with a female. In India, ladies have assumed an imperative part in the financial advancement and balance out the economy in times of retreat.

The most recent decade of twentieth century has seen information technology to have progressive impact on the lives of individuals. (Trishala A, Lakshmi T and Rajeshkumar S, 2018) Amid this period, Indian specialists and researchers have earned high level of regard the world over for their profoundly proficient and inventive commitments information initiated changes are happening at the speed of thought (Anbazhagan and Sugumar 2016). The information technology field in India development was so quick that, any arrangement will be obsolete before open (Dr. Lakshmi T and Rajeshkumar S, 2018) specialists can follow up on it. Information technology alludes to a wide term range involving new correspondence and processing innovations (Lugmayr et al. 2017). Information technology industry caters both the household and in addition outside market. (Becker 2017). The development in the information technology sector in India has shown the growth of women entrepreneurs in India. Women have got various scope and opportunity to empower

themselves into better individuals after the development information technology in India (Alther, Dutra, and Monroe 2018) . The information technology growth has also helped in reducing the gender inequality and has provided equal opportunity for women to achieve (Unesco 2010). Though the above discussion prove that there is bloom of women entrepreneurship in India after the development of information technology sector, the problem is research can be identified as to the role and the factors involved within the growth of women entrepreneurs in India. The study aims to study the factors by the Information sectors that have helped the women entrepreneurs in India.(Unesco 2010)

### **Objectives**

1. To identify the role of IT sector as arousal for women entrepreneurs in India.
2. To analyze the excessive factors that has helped women entrepreneurs in India.

### **Research Methodology and Materials**

#### **Study area**

A. As the researcher intends to take an over view on **excessive factors that has helped the women entrepreneurs**, the study is divided into two categories –

1. before the growth of IT sectors in India
2. After the growth of IT sectors in India

B. As the study aims to analyse the **arousals of IT sector for women entrepreneur**, the study includes-

1. Case studies
2. reports
3. Interview from women entrepreneurs

#### **Methods of study**

1. Analytical Method
2. Qualitative method
3. Comparative method
4. Descriptive method

#### **Type of research**

1. Applied Research
2. Quantitative Research

3. Explorative Research

4. Comparative research

5. Descriptive research

### **Data collection**

Present study is based on Primary as well as Secondary sources of data, which are as –

1. Primary Sources – Primary data is collected by collecting questionnaire from academicians and Women entrepreneurs
4. Secondary Sources – Secondary data is collected through news papers , Government Reports, Websites, Research Articles, Newspapers, Reports on women studies.

### **Hypothesis**

H<sub>0</sub>: Women entrepreneurship development is not the result of growth in information technology sector in India

H<sub>1</sub>: Women entrepreneurship development is the result of growth in information technology sector in India

### **Sample Size Calculation**

<b>Population</b>	<b>Targeted population</b>	<b>Sample size</b>
Advisors	Entrepreneurship advisors	20
Entrepreneurs	Women entrepreneurs	20

### **Tables and Calculation**

In this study for each issue a survey is done where a sample size mentioned above is taken and the percentage is also mentioned, to determine each variable there are several parameters established. The frequency depicts the number of respondents who have answered “yes” to the question asked in the survey.

## **Concept Analysis**

### **Women Entrepreneurs before the bloom of IT sector in India**

It was just from the Fifth Five Year Plan (1974-78), the part has been expressly perceived with a checked move in the approach from women welfare to women advancement and strengthening. The advancement of women entrepreneurship has turned into an imperative part of our plan needs. A few arrangements and projects are being actualized for the improvement of women entrepreneurship in India.

Women in India confronted numerous issues previously data innovation development to excel their life in business. The best obstacle to women entrepreneurs was that they are women. A sort of man centric – male prevailing social request is the building square to them in their way towards business achievement. Male individuals think it a major hazard financing the endeavors keep running by women. The money related organizations were suspicious about the entrepreneurial capacities of women. The brokers considered women loonies as higher hazard than men loonies. The investors put impossible and absurd securities to get credit to women entrepreneurs.

### **Excessive factors for women entrepreneurs in India after the bloom of IT sector**

After the development of Information technology sector in India, the process of sharing of information and the rationale in starting up a business became more simplified in nature, which acted as a arousal factor for women to start up their businesses. The development of information technology sector in India backed with ethnographic diversification in the perspective of individual, family and market which act as the excessive factor for women entrepreneurs in India.

The excessive factors include:

1. **Easy access to resources:** the advancement of IT segment prompted the improvement in Electronic assets, speak to an undeniably critical segment of the accumulation building exercises of libraries. "Electronic assets" allude to those materials that require PC get to, regardless of whether through a PC, centralized computer, or handheld cell phone. This acted as a helping source for women because the required resources could be extracted through E-journals • E-books, Full-text (aggregated) databases, Indexing and abstracting databases, Reference databases

(biographies, dictionaries, directories, encyclopaedias, etc.) ,Numeric and statistical databases ,E-images , E-audio/visual resources. A women entrepreneur has more access to resource after development of IT sector because initially one need to learn it the hard way or through peer advice and reading.

Sno	Variable	Women entrepreneur		advisors	
		frequency	percentage	frequency	percentage
1	Easy availability to resources	18	90%	20	100%
2	Easy access to resource	20	100%	20	100%
3	Ability to get the required resource online	14	70%	12	60%

**2. Practical knowledge:** in a general context a entrepreneur is supposed to have knowledge on demography, economics, sociology and psychology. In the initial period many women entrepreneur were not successful because they lacked these practical knowledge. The researchers state that this is a form of knowledge that could be acquired only through practical exposure to real world. After the bloom of Information technology in India, a new concept called as “e review and advise” grew, this is nothing but a form of explaining the “tips” for any professional through testimonials, so any women entrepreneur will be able to learn these practical knowledge more easily.

sno	Variable	Women entrepreneur		advisors	
		frequency	percent	frequency	percent
1	Able to understand the rationale of employee behavior through review and advice	16	80%	15	75%
2	Know the demand through online	20	100%	20	100%
3	Study the investment detail with IT aid	20	100%	20	100%
4	Know the limits by knowing the current affairs online	14	60%	18	90%

**3. Networking and Marketing:** in the new time of current innovation, the utilization of versatile, web and online networking by any objective gathering has been on an ascent. The forthcoming purchasers of any given brand today invest a considerable measure of energy in get-together data and collaborating with the brands alongside assessing different alternatives accessible on the web, before settling on purchasing choices. Consequently, it has turned out to be inescapable for brands and organizations to be accessible on different such web mediums and contact their gatherings of people, at the correct spots and the perfect time. For a developing lady business visionary, advanced showcasing is the go-to apparatus for making the mindfulness and review that she is searching for her items and administrations. The magnificence of this stage is that it enables you to feature any nature of business/mark that desires to convey its intended interest group. Be it a little saree planning fine art to offer, or altered administrations for inside beautifications, computerized stages

guarantee each lady can turn into an effective business person by applying some advanced showcasing procedures to her business mode.

sno	Variable	Women entrepreneur		Advisors	
		frequency	percent	frequency	percent
1	Ability to connect with customers using information technology	20	100%	20	100%
2	Ability to market the product using digital marketing	19	95%	20	100%

**4. Parenthood:** in the starting stages women entrepreneurs found it impossible to look into the needs and the wants of their children which was later ruled out by the development of IT sector. Parenting is a standout amongst other pre-cursors to business enterprise, since you're actually influencing poop to up on the fly and doing as well as can be expected and figuring out how to survive (most days) and flourish (some days). The concept of reevaluation, reconsidering, and new ways to cut forward was developed by Information technology sector. This acted as tool for women to manage their children and work.

Sno	variable	Women entrepreneur	
		frequency	percent
1	Able to manage children and work as a result of digitalization	12	60%



<b>2</b>	<b>Figure out of work and parenting is easy due to reevaluation and reconsidering</b>	<b>14</b>	<b>70%</b>
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**5. Time management:** initially one of the greatest time administration and management botches for women entrepreneurs is simply doing whatever comes your way as opposed to having accurate circumstances when you will do certain things in your week. IT growth helped women understand that Train and arranging are required in the event that you need to accomplish your vocation objectives. Clustering is the point at which you bunch comparative assignments into pieces of time. Amid this time you have no diversions. Sophisticated software help women entrepreneurs to look and plan their work schedule accordingly. The video conference methods help women manage time and work effectively.

<b>Sno</b>	<b>variable</b>	<b>Women entrepreneur</b>	
		<b>frequency</b>	<b>percent</b>
<b>1</b>	<b>IT helps in managing work effectively</b>	<b>14</b>	<b>60%</b>
<b>2</b>	<b>IT paves way for scheduling time</b>	<b>14</b>	<b>60%</b>
<b>3</b>	<b>Video conferencing helps in time management</b>	<b>17</b>	<b>85%</b>

**6. Control and direction:** the IT sector acted as powerful new digital approaches to business, this became an effective factor for women entrepreneur in controlling and directing her environment. Regular emails were used as the medium of control and form of local area network connections and digital decentralization acts a medium of direction.

<b>sno</b>	<b>Variable</b>	<b>Women entrepreneur</b>	<b>Advisors</b>
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		frequency	percent	frequency	percent
1	<b>Digital decentralization acts as medium of direction</b>	20	100%	20	100%
2	<b>IT helps in controlling</b>	19	95%	20	100%

### Discussions

From the present study it could be inferred that Women in India confronted numerous issues previously data innovation development to excel their life in business. The best obstacle to women entrepreneurs was that they are women before the bloom of IT sector. After the development of Information technology sector in India, the process of sharing of information and the rationale in starting up a business became more simplified in nature, which acted as a arousal factor for women to start up their businesses. A women entrepreneur has more access to resource after development of IT sector because initially one needs to learn it the hard way or through peer advice and reading. new concept called as “e review and advise” grew which helped the women entrepreneurs. in the starting stages women entrepreneurs found it impossible to look into the needs and the wants of their children which was later ruled out by the development of IT sector.

The current study is influenced by ethnography variable which include the life style upbringing and the preferences of the women entrepreneur. Another influencing factor pertaining to this study is the exposure that the women entrepreneur receives and the ability to use technology by the women entrepreneur.

When this study is compared with the Women entrepreneurs in India confronted numerous issues previously data innovation development to excel their life in business. The best obstacle to women entrepreneurs was that they are women. A sort of man centric – male prevailing social request is the building square to them in their way towards business achievement. Male individuals think it a major hazard financing the endeavors keep running by women. The money related organizations were suspicious about the entrepreneurial capacities of women. The brokers

considered women loonies as higher hazard than men loonies. The investors put impossible and absurd securities to get credit to women entrepreneurs. Therefore it could be recommended that by conducting workshops on the effective use of Information technology women entrepreneurs can be helped in taking big plans. using the process of Information technology women entrepreneurs shall be taught about the process of review and revise.

### **Findings**

1. Women entrepreneurship development is the result of growth in information technology sector in India.
2. The process of sharing of information and the rationale in starting up a business became more simplified in nature, which acted as a arousal factor for women to start up their businesses.
3. Women in India confronted numerous issues previously data innovation development to excel their life in business.
4. A women entrepreneur has more access to resource after development of IT sector because initially one needs to learn it the hard way or through peer advice and reading.

### **Recommendations**

1. workshops can be conducted for women entrepreneurs on the use of information technology.
2. steps can be taken to help women take big plans with help of information technology sector.
3. using the process of Information technology women entrepreneurs shall be taught about the process of review and revise.
4. using the information technology the concept of mentoring shall be introduced.
5. women entrepreneurs shall also use information technology for personal business networking.

### **Conclusion**

Numerous researchers have featured the part of business people in the monetary thriving the same number of nations are harvesting the products of this wander. Quite, ladies enterprise has been picking up trustworthiness as an imperative action adding to the national economy. Mental research in business enterprise has made endeavors to comprehend the entrepreneurial identity. The attribute approaches that were embraced have possessed the capacity to distinguish certain solid individual characteristics of business visionaries yet an unequivocal conclusion on the

entrepreneurial identity has not developed up until now. From this research it could be inferred that Women in India confronted numerous issues previously data innovation development to excel their life in business. The best obstacle to women entrepreneurs was that they are women before the bloom of IT sector. After the development of Information technology sector in India, the process of sharing of information and the rationale in starting up a business became more simplified in nature, which acted as a arousal factor for women to start up their businesses. A women entrepreneur has more access to resource after development of IT sector because initially one needs to learn it the hard way or through peer advice and reading. new concept called as “e review and advise” grew which helped the women entrepreneurs. in the starting stages women entrepreneurs found it impossible to look into the needs and the wants of their children which was later ruled out by the development of IT sector.

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