

# Opportunities And Problems Of Women Digital Entrepreneurs In Maharashtra During Covid-19-Pandemic

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**Abstract-** Year 2020-2021 has become reminded in history as it is a Humanitarian disaster because of spread of Corona Virus Disease- 2019 which has influenced every lives of the World. Various preventive measures have been taken by the Government to limit Corona Virus transmission as there was a huge disruption to Women Entrepreneurship not only socially but also economical shutdown among Small-Scale business. Now offline shopping becomes difficult as well as risky among people. This made Entrepreneurs to take advantage of internet technology for survival in their business. This Pandemic compelled many Women Entrepreneurs and their start-ups to tenure employees which leads to unemployed and result in lack of productivity, decrease in revenue and contraction of economy worldwide. All this affected self-employed Women Entrepreneurs and pushed them to online platforms. Women Entrepreneurs have not only faced many challenges in adapting new medium of business during COVID-19 pandemic. At the same time, COVID-19 has provided opportunities for them as growing use of digital technology means cheaper and greater access, better coordination, higher productivity and lower costs which allows women to exploit these advantage of technology and market needs. This paper discuss about opportunities of Women Entrepreneurs in COVID-19 and challenges faced by them during COVID-19 pandemic. For this, survey has been conducted among hundred Women Entrepreneurs doing Digital Business in Maharashtra.

**Keywords-** Covid-19, Pandemic, Lockdowns, Digital Business, Women Digital Entrepreneurs, Opportunities, Challenges.

## I. INTRODUCTION

The initialization of lockdown during COVID-19 pandemic has made dynamic changes in the business all over the world. The difficulties faced by business entrepreneurs during COVID-19 are reducing the creation of their start-ups, challenge in their survival and limiting their growth. All these made entrepreneurs to adjust with digital solutions Women Entrepreneurs are considered as life-blood of our Maharashtra economy as the contribution towards economy has been

significantly increasing at considerable rate. Women Entrepreneurs have faced difficulty caused by Corona Virus Disease -2019 both economically as well as family responsibilities. Though the Women are facing increased unemployment and home responsibilities there are new changes accelerated such as acceptance and increase in use of digital platforms to reach out mass people as possible which will boost their business. The changes have resulted in success of Women Entrepreneurs. In spite of number of Women Entrepreneur's new business registration generally drops during COVID-19 recession, there are many successful innovative Women Entrepreneurs have immediately reacted to this pandemic by shifting towards digital work, education and health services and have provided innovations in goods and services. Women Entrepreneurs seized this situation as a opportunity to launch their business digitally with the objective of achieving financial growth as well as economic growth. In the era of COVID-19, social networking platforms like Face Book, Whatsapp, Instagrams, E-mails etc. have become exclusive marketing tools for Women Entrepreneurs which enables them to maintain a connect with their existing customer base. Now Digital mode of payment like net banking, card payment, paytm, UPI, G-pay etc has become imperative in our country. COVID-19 pandemic has made Women Entrepreneurs difficult in creating employment, decrease in revenue and demand of products and services, lack of workforce and less productivity. Today, this crisis provided opportunities for Women Entrepreneurs in Telemedicine, online food delivery, online tutoring, online medical services etc., Therefore, this paper aims to provide valuable insights of opportunities of Women Digital Entrepreneurs and problems faced by Women Digital Entrepreneurs during COVID-19.

### Objective of the study:

The principal objectives of the study are:

1. To Examine opportunities faced by Women Digital Entrepreneurs during COVID-19 pandemic.
2. To Determine the challenges faced by Women Digital Entrepreneurs during COVID-19 pandemic.

**Research Methodology and Sampling:**

The entire study is depends on the secondary data. The secondary data collected from the sources such as government publication, annual report of Gov of India and labour welfare department, Books and Journals relevant to the study. There is no special sample selected for the research study. Whole Covid-19 Pandemic data from March-2020 to Jan-2022 are taken as a research sample for the research.

**Opportunities of Women Entrepreneurs in their online business during COVID-19**

COVID-19 pandemic unlocked opportunities for Women Entrepreneurs in achieving their significant growth in online business. Online business is the exclusive way of the future for Women Entrepreneurs, as this pandemic have created uncertainty, caution and social distancing which identified need of E-Business for Women Entrepreneurs. The main advantage of online business is Convenience to both entrepreneurs.

**Problems Faced by Women Digital Entrepreneurs during COVID-19**

Major challenges faced by Women entrepreneurs during COVID-19 pandemic are finding new customers, retaining existing customers, financial shortage, self doubt and fear, Government law and regulations, and lack of education and knowledge about internet.

**II. SUGGESTIONS**

Many women entrepreneurs in online business are of opinion that they are in lack of technological skills and training because of which they are not able to survive in the market. Hence, Government should conduct training programmes, conferences, trade fairs, and exhibition with regard to new sales techniques, marketing techniques etc.

For increasing the participation of Women Entrepreneurs in online business, Government has to provide more fund as well as train more trainers so that the opportunity, survivability, profitability and sustainability of their business activities can Reduction of barriers associated with Women Entrepreneurs, those who suffer during and after COVID-19 pandemic by accessing them health care facilities, paid sick leave etc. Promote investment in Women Entrepreneurs skills and online training during COVID-19and encourage them in up skilling of start-up workers

**III. CONCLUSIONS**

Women Entrepreneurs are threatened by COVID-19 pandemic, means they are at risk of unemployment, lack of productivity and loss of revenue. This crisis has shown vast growth in digital business ventures. In order to meet demand of consumers, during COVID-19 pandemic as there is a fear of uncertainty and physical interaction, Women Entrepreneurs are more likely to adapt to a digital technology. This pandemic has caused Digital business transformation among Women Entrepreneurs, depending upon their creativity, innovation and government growth-oriented economic policy. This paper aims to provide insights of opportunities of Women Entrepreneurs and challenges faced by them during COVID-19 crisis.

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