

SOCIAL MEDIA: A BOON TO WOMEN EMPOWERMENT

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ABSTRACT

The women, especially young women are full of energy and enthusiasm and have tonnes of innovative ideas in their mind. The important thing is to awake them, train them and empowered them and sees the miracle. Social media empowered the women in many ways. The majority of women population uses the technology of social media. It is very effective and powerful tool to give wings to their skills and ideas, so that they can use their ideas and energy effectively towards a brighter future through social media.

Keywords: *Social Media, Empowerment, Entrepreneur, Development, Innovative, Profession, Exhibition.*

Introduction

The term “women empowerment” have a sphere of the world for the development of the countries. Educational and economic participation of women empowered them. Women entrepreneurship is the best way for empowering the women and when they meet with social media, it boost up their pace. The technology had left a great impact on women development. Now a day world has become a village due to the fast transportation and superfast networking. So every person is able to connect themselves by social media and able to reach globally.

Object of This Study

The main objectives of the research paper are:

- To analyze the need of women empowerment.
- To study to impact of social media on women entrepreneurship.
- To know the relevance between social media and growth of women.
- To understand how aware women are entrepreneur about various media tools and how they use it for business programme.

Research Methodology

The study on role of social media in women empowerment by women entrepreneurs is basically descriptive and analytical nature. The study includes the case study.

The Indian women are equally connected with social media either educated - non educated, rural - urban, employed - household. Social media provide them a vast platform for proving them. Some uses it only for fun and some uses it for fulfilling their social needs and maintain the relations without travelling and meeting.

In this contest the social media provides a vast platform for entrepreneurs as well it become easy to market their product through social media. If someone wants to become an entrepreneur by using social media they have a large number of followers on social media profile to show their brand / product. In this way social media makes the path of becoming entrepreneur much easy. Social media provides equal platform to small and big business. If women want to start a small business from home or from her kitchen she can do it very well without spending extra time and money for it. This empowers them even without going out.

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Advantages

With the use of social media for their entrepreneurship they enjoy so many benefits like:

- Women becomes self dependent
- Utilization of women's skill and ability
- Initiative of "entrepreneur" is in very small scale, so the fear of loss is very low.
- Utilization of extra time which they have after household work and child – care.
- They able to maintain the social relations and also acquire the commercial benefits from it.
- Handmade items are also become popular.
- The time of customers also save as they get customized goods easily at their doorstep.
- Women get financial support and social reputation without sacrificing their family.
- People who are living in big cities can get products made in villages, traditional products etc.
- Women of small town and villages also get a great opportunity to show their skill to the world.

Social media is a window for women to know about latest trends, fashions, new products in the market, latest choices etc. and at the same time social media opens the door for them to start their business by analyzing the latest trends and fashion etc. Through social media they come to know about the peoples taste, preferences and accordingly those who are interested to start their own business, they can start it with the help of social media.

Now a days it very popular to start business through social media. As many women started their business like - sarees, rakhi, cakes and bakery items, handmade show pieces, customized chocolates , kurties, pooja thalis and festival items, imitation jewellery and antique items etc. are very common. In all these small businesses they need not to engage huge finance, they simply display them through whats app groups, instagram, facebook etc. in this way with minimum fixed investment they start their business and prove them as good entrepreneur and hence also inspire other women for the same.

Now a days it is very popular that group of women conduct exhibitions of their products and social media plays its role in publicizing them which make these exhibitions successful.

Preface and Cases

Usually the women make groups which are popularly known as "Kitty" in which they celebrate various occasions, festivals together. To get connected with each other they use social media to transfer information, knowledgeable stuffs etc. the social media helps them in sharing their ideas with each other. These groups organize various meets and campaigns. Some time they plane to organize plantation campaign, some time uniforms are distributed in schools etc. all these process becomes easy with the use of social media. We can find many such groups in our society. But when these groups of women start thinking above all this and find an opportunity to become an entrepreneur from these groups, they uses social media at another level and show the world their skills and talent.

• Case 1

"Nirmitee Group" - a simple group of women who started a "Kitty" few years back. Kavita, mona, Anu, Jhalak, Ajanta, Neetu are the initial member of group. Earlier they started the group and get connected with each other through whats app group earlier they only meet to celebrate various occasions or simple get together etc. letter as their member increased and they exchanged their ideas, they can up with a great idea of organizing exhibition cum sale in which the group members and some other women will display their goods and sale. That was the first step towards their success of becoming an entrepreneur. But in today's era nothing is sold without publicity. People will come and shop only when they know about such exhibition. The best way is to spread information about the exhibition come sale is through social media. They broadcasted about it through facebook, instagram, whatsapp messages etc. they got great response from public and in the same manner they again organized one more exhibition cum sale in July 2019 named as "Mansoon Fling" at Beawar Rajasthan in which 30 shops displayed their goods which all were run by women. In this the focused on "By the women and for the women". The main attraction of it was - imitation jewelry, sarees, kurties, dress material, kitchen articles, handmade rakhis and floral accessories etc.

The "Nirmitee Group" got great success from "Mansoon Fling" and many women showed their interest to join them and wanted to be the part of such event further. But as concluded this will not be possible without the use of social media.

- **Case 2**

Saloni is a Jewelry designer. When she was student she makes some unique floral designed jewelry and rakhis. She shares the pics of these items on whats app and other social media. Her friends and relatives like them items and they request her to make such items for them also. Which gave her the idea of starting it as her profession? Today she is the owner of her successful business "Saloni designs" Ahmadabad. Her designs are quite popular among people. But as we see, without social media nobody would have come to know about her talent and skill. Hence social media played an important role in transforming her skills into profession and entrepreneur.

Conclusion

The women are the axis around whom the whole family revolves and the development of the family lies on her shoulders. No doubt a woman not only supports her family but also manage the home. Today the Indian women not only run home as well but she supports the family financially. So if we empower the women we empower the whole nations.

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