

Opportunity For Women Entrepreneurs To Encash Virtual World Through Web Based Advertising (wba)

Dr. Bhagwan Singh

Head of Department

Department of Marketing & Supply Chain Management [M&SCM]

Chairman, Management Research Circle, SBMS, CUHP

School of Business & Management Studies [SBMS]

Central University of Himachal Pradesh [CUHP], Dharamshala, H. P.

[E-mail: bhagwansingh.bs@gmail.com](mailto:bhagwansingh.bs@gmail.com)

Abstract

In India, there is no shortage of talented female social entrepreneurs. Women like Ela Bhatt, who in 1972 founded SEWA, the world's first and largest trade union for undocumented women workers. Hina Shah,^[8] founder of The International Centre for Entrepreneurship and Career Development (ICECD), has worked for over 25 years on scaling micro, small, and medium size businesses across 21 states of India. Jerroo Billmoria, founder of Childline India and Ashoka fellow since 1998, has become the case study example of social entrepreneurship around the world. Akanksha Foundation founder and Teach for India CEO Shaheen Mistri is leading her country through arguably the most complex and challenging learning ecosystems in the world.^[8] Padmaja Reddy and Chetna Gala Sinha have founded two of the major microfinance organizations of India. Spandana and Mann Vikas Samajik Sanstha, while Neera Nundy, cofounder of Dasra, and Aparajita Agarwal and Manju Reddy, cofounders of Intellectap, build and grow the social enterprise sector through impact consulting.^[8]

Women have captured the business market today and the basic reason for women adopting the entrepreneurship as a profession is need for self determination, expectation for recognition career goal, self satisfaction and best usage of leisure hours. Also the internet is helping the entrepreneurs with their home business. Even the Google search engine is taking active steps in launching programs to help women entrepreneurs. Further the data analysis shows the results are satisfactory at 0.05 % level of significance. The objectives of study are found to be true i.e. women use internet and are aware of WBA. This awareness helps them to implement this Web based advertising as a tool to develop/lead their enterprise.

INTRODUCTION

Nowadays women entrepreneurs are capturing a major portion of business market. Majority of women are now working as entrepreneur and with their skills and efforts they have turned their business to heights of success. But still women entrepreneurship is in developing stage in countries like India. The entrepreneur sector is still male dominated one though women are engaged today in organized & unorganized sector; Women in traditional & modern industries; Women in urban & rural area; Women in large scale and small scale industries; Single women and joint venture.^[1]

Women Opting Entrepreneurship For Reasons

- a) self determination
- b) expectation for recognition
- c) self esteem and career goal
- d) self satisfaction
- e) best usage of leisure hours

These are the key drivers indicated by Moore & Buttner in 1997 for taking up entrepreneurship by women^[2].

How To Strengthen Women's Entrepreneurship?