



## Impact of Digital Technology on Women Empowerment

Dr. Ninad Kashikar

Assistant Professor

Kamla Nehru Mahavidyalaya, Nagpur

Email id : ninadkashikar@yahoo.com; Ph. No 982247191

### Abstract :

Information technology has made the world much smaller, faster and easier for people to access via the Internet. The internet has revolutionized the way business is done through networking, digital marketing and online sales. Moreover, the pandemic has demonstrated the importance of digital technology. As a developing country, India ensures inclusive and equitable quality education for both girls and boys. According to the United Nations Sustainable Development Goals, goal is "The use of information and communication technologies should be improved to promote the empowerment of women". In this case, the only sectors that provide equal opportunities in technology to both men and women are not left, namely healthcare and education. Web-based businesses / E-commerce have provided immense opportunities to the business sector by providing uninterrupted business connectivity. Digital technology has made it possible to take advantage of low initial investment, good profit ratio, easy payment process, good reach to get leads, get feedback from customers through networking and enable them to work while fulfilling their household responsibilities. A few things that make business more attractive and much easier for women entrepreneurs.

### Key words :

Women empowerment, Digitalization, E-Commerce, Women entrepreneurs

### Introduction :

As we move towards the larger agenda of the UN's 2030 Sustainable Development Goals, digitalization offers many opportunities for women entrepreneurs. The facilitation provided to employees through digitization helps to reduce the gender inequality gap by encouraging women to work while fulfilling their family responsibilities. This is a great

help to the cause Sustainable Development Goal. While many established organizations in the country have online portals for their business, many startups set up online-only businesses due to relatively low capital intensity. Does it also encourage women to start their own businesses? E-commerce is defined as the process of buying, selling, transferring or exchanging products, services or services. Information through computer networks, including the Internet provided a complete definition of e-commerce. "E-commerce is the use of electronic communications and digital information processing technologies in business transactions to create, change and redefine relationships to create value between or between organizations.", and between organizations and individuals even between. Now a days e-commerce is identified as a marketing process or technique used by business organizations, industries and companies to conduct business through Internet systems.

E-commerce has a significant impact on organizations in many aspects. First, it increases the reach of the organization, which is the number of potential customers to whom the company can market its products. In fact, e-commerce offers companies a unique opportunity to expand globally, increase market share and reduce costs at low cost. Thanks to the use of e-commerce, many small businesses are now able to operate and compete in the business space previously occupied by large companies.

Another important impact of e-commerce is the elimination of many of the barriers that previously prevented entrepreneurs from starting a business. E-commerce offers you a great opportunity to open your business. In developing countries like India, women's participation in economic activities is limited