

Women Empowerment through Web Based Business

Case Study: MOM'S TOUCH, Indian Brand

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Abstract

This paper attempts to analyze the empowerment of women through web based business. Women empowerment has regarded as a sine-qua-non of progress for a country. If women are to be empowered, it is necessary to provide an expanding networking of support services so that they are freed from some of their gender related shackles. E-commerce has given them a golden opportunity to make an identity of themselves and bring their talent into limelight. Mom's Touch is a brand of handmade woolen products sold by various e-commerce sites like Amazon, Flipkart, Voonik and Snapdeal. The owner of this brand is Mrs. RajniVig, who is a resident of Khanna. The case study has been conducted on the basis of quantitative and qualitative data. Various methods like observation and depth interview were used for data collection. This case study depicts how web and internet has played a significant role in empowering a lady to support her family and the families of her women employees as well.

Keywords: Women Empowerment, Sine-quo-non, E-commerce

Introduction

Women play an important role in the development both in the context of the family and the society at large including the economy and social system. For the all-round development of a community, women must be identified as a potential resource. Women empowerment has regarded as a sine-qua-non of progress for a country. Empowerment of women implies to enhance and improve the social, economic, political and legal strength of the women to ensure equal right to women and to make them confident enough to claim their rights such as independently live their life with a sense of self-worth, respect and dignity.

"To call woman the weaker sex is a libel; it is man's injustice to woman. If by strength is meant brute strength, then, indeed, woman is less brute than man. If by strength is meant moral power, then woman is immeasurably man's superior: Has she not greater intuition, is she not more self-sacrificing, has she not greater powers of endurance, has she not greater courage? Without her man could not be. If non-violence is the law of our being, the future is with woman. Who can make a more effective appeal to the heart than woman?"

Mahatma Gandhi

If women are to be empowered, it is necessary to provide an expanding networking of support services so that they are freed from some of their gender related shackles. E-commerce has given them a golden opportunity to make an identity of themselves and bring their talent into limelight. Mrs. Rajni Vig, (age-51 years) resident of Khanna, district Ludhiana, is emerging as an example of women empowerment through web based business. She is the owner of Brand “MOM’S TOUCH” and produce and sale handmade woolen products like pullovers, cardigans, shrug etc. She, acting as a women entrepreneur, who provides permanent employment to 15 women residing in the areas nearby and also temporary employment to many other women. She is a multi-talented woman who is a teacher, employer and the creator of all the product designs.

Need and Importance

There are following points which depicts if women got empowered how it will make a positive impact on the economy:-

- For the overall development of the society, women should be empowered.
- They are equally competent as compared to male dominating society.
- If they are independent, it will aid to reduce the domestic violence against them.
- Women empowerment helps to come out from the cobweb of poverty.
- It will leads to development of the nation.
- It provides security as well as recognition.

Some of the empowerment instruments might be identified as follows:-

- They will get complete knowledge of their rights.
- Financial support to its families.
- Great role of literacy and higher education.
- Better take care of herself and her family.
- Marriages will be at higher age.

Objective of the Study

The aim of this paper is to show how the development of Women is being done through web based business by conducting a Case Study on MOM’S TOUCH, Indian brand.

Review of Literature

Literature review is the basis of research. Quality research cannot be possible without reviewing

literature comprehensively because it helps us to find out research gap in existing body of knowledge

Seth(2001) explained that there is an evidence to show that even in Vedic age women got most respectful and dignified position in the society. Right to education was provided to them and they were free to spend their whole life without getting married. They were independent to pursue their knowledge and self-1 realization. **Kumar, A.K(2003)** Studied that, due to lack of awareness about the serious problem of violence against women an the acceptance by women that men are superior has a led to the ignorance of various incidents of murder, rape, abduction and torched against women. **Veer, U (2004)** that cases had been noticed where the parents kill their daughters because, their inability to meet the dowry demands. **Forbes, (2005)** From liberal homes and conservative families, urban centers and rural districts, women – single and married, young and old- came forward and joined the struggle against colonial rule. **Kosambi, (2007)** In various women's autobiographies and writings from all over India, particularly Maharashtra and Bengal, the slogan that 'personal is political' was being raised. The fact of women entering the male dominated arena of social reform was tantamount to making a break with the past. **Shylendra, H.S,(2008)** stated that the Self Help Group- Bank Linkage Programme in India is the largest microfinance in the world. SHG are helping more than 17 million women form villages improve their incomes, educate their children and buy assets. **Malhotra, R(2015)** studied that IT has played a greater role in women's empowerment as by enhancing their skills, knowledge and income. Flexi timings and work at home with internet has enabled the more women to join the labor force.

Present Study

Today is the era of IT, it has provided a great platform to women to empower them. This study is a case study of the famous brand of woolen products i.e. MOM'S TOUCH run and owned by a woman and to study that how the web or internet has helped them to reach their goals and vision so that they could be able to live a life with a dignified , famous and respectful status.

Research Methodology

The primary method of data collection i.e. observation and depth interview has been adopted. The study has been conducted on qualitative basis. The owner, her children and her employees were also interviewed to get a true realistic picture.

Uncovered Story

The idea behind the brand name “**Mom's Touch**” was to express the tenderness of moms touch.

And the brand name was decided by their children, who actually feel that experience. The dedication and determination of the whole family makes the dream come true, which were seen by owner's son. Who act as the backbone of her mother (owner).

Logo of Mom's Touch



The logo depicts the mother holding her infant baby with care and love

The **Tagline** **"A feel of Mother's love"** makes it clear that how much emotional aspect of product is shown. The thing behind the mothers love was the idea of owner's children, because their mother used to make such type of woolens product for her children.

Details

- **Owner's name:** Mrs. RajniVig
- **Residential status:** Khanna (District-Ludhiana)
- **Age:** 51years
- **Educational qualification:** M.A (Economics) , B.Ed
- **Employees:** 15 Women
- **Establishment:** 14 Nov,2015
- **Intermediaries:** Amazon, Flipkart, Snapdeal and Voonik
- **Products:** Woolen items
- **Contact:-** momstouch17@gmail.com
www.facebook.com/momstouch17

Working of their Web Based Business

Web or internet has played a powerful role to empower this brand and thus empowering related women. There are various sites through which the products are sold i.e., Amazon, Flipkart, Snapdeal and Voonik. Their product line is mufflers, poncho, purse, kit, shrugs, pullover,

cardigans and sweaters offering around 70 varieties. They produce medium size products.

The initial investment was around five lakh rupees and the mode of searching employees was advertisement through print media like- pamphlets and newspapers.

Employees: Women working are on monthly basis, according to units they produce. There are many benefits for them like; they can work while sitting at their homes. It has given good financial support to them so that, they can also act as a pillar of strength of their families.

Process of Production

After receiving orders from their intermediaries, they start packaging the goods as they are already produced before placing on web. Except Flipkart, the agents of other websites take the orders from their house.

The price of products varies between Rs.299/- to Rs.2999/-

As the quantity of articles depend upon the demand of the goods. When, the order is placed by the customers at particular website like on Amazon and Flipkart, than the email is forward by their intermediaries to them. So, with this they receive the orders and according to that they producing the product and finally packaging & selling to its intermediaries.

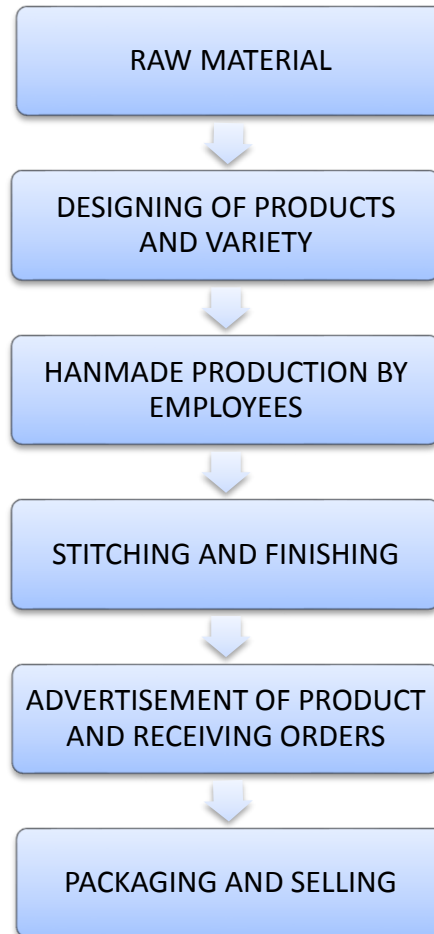
Benefits

There are following benefits in different perspective on the basis of Business point of view and on the basis of Women Empowerment.

On the basis of Web based Business:

- **Wide Coverage** - Area covered by the website is mainly out of Punjab which is of great benefit to them as it increases their popularity and sales.
- **Quick Response** - The orders are received quickly as the sites are in direct touch with the brand. When an order is placed they get a mail from the intermediaries so that they prepare their lot.
- **Advertisement** - Advertisement can cover a large area at a single point of time which increases its reach.
- **Convince and Easiness** – Conducting online business is quite easy and convenient as compares to another one.
- **Keep eyes on Consumers Buying Habits** – Like web based business keep reviewing on the wish list of their customers buying habits
- **Allow happy customers to sell your products** – This implies words of mouth which help to sell your more products.

The diagram below shows the Process of Production and Selling:



- **Allow happy customers to sell your products** – This implies words of mouth which help to sell your more products.
- **Boost brand image** – This helps the boost up the image of the brand.
- **Scalability** – Enhancing scalability of the business as the wider coverage of the customers.

On the basis of Women Empowerment

- **Financial support** – As they become the earner of their family and it provides the financial support as well as enhancing the standard of living.
- **Increases confidence** – Empowerment itself dignifies the symbol of confidence and independent women become more confident and take her decision itself.
- **Use of skill** – If they have particular skill and it will be beneficial for them.

- **Support to family** – They also act as the backbone of the family, who financially provides support.
- **Equality in society** – Women got equal rights as compared to men, and they also have the knowledge about their rights and properly follow them.

Challenges

As another side of coin depicts various challenges suffered by the women empowerment through web based business as follows:

- Less knowledge of technology leads to dependence on others.
- Fake sales returns by customers where they change the actual product with a fake one which is of low quality.
- Huge investment and formalities are needed.
- Also the legal constraints are to be followed.
- Due to the poverty they cannot boost up their skills.

Suggestions

The following suggestions may be valuable for the further study:

- First and foremost priority is provided education of women, which is the grassroots problem.
- Legal formalities must be reduced so that more women can indulge in these kind of businesses.
- The product line must be enhanced to meet the need of competition.
- Special training and orientation programmes must be formed are awareness regarding them must be spread so that more women can become able to enhance their skills and EMPOWER THEMSELVES.
- Women should be allowed to work and provided them enough safety and support to work.

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