



EDITED BOOK

# ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT

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Editor & Publisher  
C. Thomas Sebastian  
Retd. Associate Professor in Commerce  
Deva Matha College, Kuravilangad  
Kottayam Dt., Kerala -686633



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**C. Thomas Sebastian**

**M.Com., M.Phil., M.A., LL.B., M.A., D.S.S., D.F.M.**

Associate Professor (Retd.), Department of Commerce

Deva Matha College Kuravilangad, Kottayam Dist.

Kerala - 686633

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## CHAPTER - 5

### Influence of ICT in Empowering Women Entrepreneurs

**Anu P. Mathew**

*Assistant Professor, P G Department of Commerce*

*Deva Matha College, Kuravilangad, Kottayam*

(M) 9961933889 e.mail: [priya30m@gmail.com](mailto:priya30m@gmail.com)

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**ABSTRACT:** *Entrepreneurship is considered to be a panacea for empowering women and when it's facilitated by the advancements in technology, the impacts can be manifold. To ensure sustainable economic growth, empowering the vulnerable groups is inevitable. Information and Communications Technology (ICT) promises a sky of opportunities to all those who are engaged in business to explore global markets. This descriptive study focused on how ICT encourages women entrepreneurs to overcome their limitations through analyzing the response of fifty women entrepreneurs. Findings evidences positive contribution of ICT towards women entrepreneurship.*

**Key Words:** *ICT, Women Entrepreneurship, Benefits of ICT enabled entrepreneurship*

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#### INTRODUCTION

The development of new information and communication technologies (ICTs) over the past decade has been accompanied by the development of diversity in related business areas, including companies such as virtual industry, virtual trade in traditional goods and product-specific or sector-specific portal sites focusing on key niche markets. An important expectation is that Internet companies can offer new opportunities for those currently underrepresented in terms of entrepreneurship and corporate responsibility. ICTs now offer women entrepreneurs the opportunity to become participants in their own development. They are able to extend their social worlds via web-enabled ICTs as social tools, thus challenging the foundations of space, place and territory (*De Bruijn, Nyamnjoh, Brinkman, 2012*).

The empowerment of women through ICT embraces all life values, including social, economic, cultural and political aspects. Empowerment of people should be expressed in the awareness and exercise of their rights. Women's entrepreneurship is the most effective tool to address unemployment and vulnerability. Entrepreneurship has long been owned by men. However, education played an important role to generate new perceptions and paradigms related to women and women entrepreneurs (*Hisrich, 2006*). Entrepreneurial activities empower women economically and facilitate their contribution to the overall development of a country (*UNIDO Report, 2001*).

Entrepreneurship is based on a person's creative spirit regarding long-term economic ownership, job creation and capital formation, as well as economic security. Many women recognize the importance of information and the power of these technologies to combat systematic discrimination and gender-based violence at home, at work and in the countryside. The access and effective use of ICTs contributes to





C Thomas Sebastian secured M.Com. LL.B., M.A. (Sociology) from Kerala University, Trivandrum, M.A. (Gandhian Studies) from Madurai Kamaraj University, M.Phil. in Commerce from Annamalai University (Tamil Nadu), Post Graduate Diploma in Social Service from Mahatma Gandhi University and Post Graduate Diploma in Financial Management from Annamalai University. Started the profession as a faculty in commerce of Deva Matha College Kuravilangad and retired on 2011 March and continued the profession in different educational institutions, as a Professor at DCSMAT Pullikkanam, Vagamon, Idukki, PG Faculty, JPM College Arts and Commerce, Kanchiyar, Kattappana, Idukki, HOD, PG Faculty, Department of Commerce GIAL Vadavathoor, Kottayam and Former Faculty (Commerce) CSI College for Legal Studies, Kanakkari, Kottayam. Presently the Chief Editor of MIRROR (ISSN 2249-8117), Peer Refereed International Research Journal of Commerce, and Management and Social Science published by Scholars Association of Kerala.

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