

## Critical Analysis of Use of Smart Technology By Women Entrepreneur in Connection to Bachat Gat

Ms. Siddhi R. Chavan

Assistant Professor, Achievers College of Commerce & Management, Kalyan

### ABSTRACT

*In today's scenario technology affects people in both the ways i.e positive & negative. Like internet & the telephone helps us to connect with the people who are far away from us. It is mostly used in all kinds of sectors like Education, Healthcare, Transport, Banking & Business. It is a backbone of every business plan. With the help of combining all the necessary resources with technology entrepreneurial firm, are in position to reshape the business innovation, creativity, new technology, commercializing & creativity value.*

*Technology is key to success in which women entrepreneur leads to a successful work life & balance with their personal life. This paper is all about the usefulness of technology & analysis of use of smart technology by women entrepreneur in connection to Bachat Gat for their development in future.*

*Keywords :- Women Entrepreneur, Women Empowerment, Application of technology, Bachat Gat*

### INTRODUCTION

Technology plays vital role in our lives especially on business operations apart from size of business. Technology has both tangibles & intangible benefits which helps you to make money & fulfill customers demand.

Small businesses are considered as backbone for growth and survival for economic expansion of country. Technology enhance women entrepreneur are reaching out with customer and getting more efficient and independent. In developing countries, women entrepreneur faces number of barriers such as institutional, cultural, beliefs and norms which boost women's potential to start and run businesses.

With help of electronic & mobile phone, women are creating innovative solutions to enhance equality in their communities. To start and grow of business, ICT offers new opportunities to women entrepreneur. In India only 29% of women use technology. While technology has also provided some opportunities to them for harnessing success because in today's time it is highly observed that women have become more likely to start business than men.

### OBJECTIVES

- To study scope of technology for the growth of women entrepreneur.
- To analyze problems faced by women entrepreneur.
- To evaluate usefulness of technology in current scenario for women entrepreneur in connection to Bachat gat

### SCOPE OF STUDY

There are different organizations of economic activities where communication technologies are spreading among small business. In various field for becoming as women entrepreneur, women are increasingly seeking towards entrepreneurship and it is because of vast entrepreneurial talent, skill, confidence making them self reliant and transforming the minds from job seekers to job giver.

There are many applications are available for the self help group and for Bachat gat called Self help Group Mobile App, Bachat Gat App.etc. This App basically meant for Self Help Group and Bachat Samuh which consists multi-lingual menu for maintaining their account electronically and completing their accounting requirement of micro finance providers to Bachat gat.



### **METHODOLOGY**

In view of the above discussion and various issues arising out of implementation of Bachat Gat for women empowerment and the usage of technology for the growth of women entrepreneur this research paper is extensively based on secondary data. The secondary resources has taken from various books, journals, articles and especially from Government schemes. During the research study an extensive literature review of secondary data from different sources as mentioned in references have been taken during the study.

### **ANALYSIS**

Bachat Gat is only acting as a medium source to support women financially. They are in position to provide training, skill development programme, technological assistant for women and convert them into entrepreneur. Government is putting efforts to empower women by way of Bachat Gat to start their small business such as papad making, food catering and many others. For that purpose there are so many number of Bachat loan scheme for women entrepreneur to start their business in India which are as follows:-

1. Mudra Yojana scheme;- Government has launched this scheme for women entrepreneur in 3 parts like Shishu- loan amount upto 50,000, Kishor- loan amount in range between 50,000-5,00,000, Tarun – loan amount in range between 5,00,000-10,00,000.
2. Stree Shakti Package – This scheme offered by SBI where women can get 0.50% concession on the interest, if the loan amount exceeds Rs 2,00,000.
3. Bhartiya Mahila Bank :- It also working for women entrepreneur to start their small venture by offering maximum loan amount upto Rs 20 Crore in case of manufacturing industries and also offers loans for Retail sector, Microloans, SME loans.

In addition to that India has approx 1300 Bachat gat ,consist of house wife, slum dweller and other employed women who are part of My Om Namo App which caters to all puja needs of homes at national and international level like UAE . This App has featured with 106 types of puja facility with 18 different services and 12 languages. It also brings you "puja box" which curated with daily puja essentials like halad, dhoopbatti, fulvati, agabatti, kapur, akshatae te .

The main part of this kit is to provide organic and hygiene ingredients and all products as per traditional rituals of Hindus which are sourced from different parts of India like Thane District, Mumbai ,Amravati, Mysore, Chennai etc. This app is not only dealing in puja essential but also a one-step solution for temple queue booking of 10 temples such as Siddhivinayak, Tirupati, Vaishnodevi, and so on.It has brought more confidence in Indian women socially and economically.

### **LIMITATIONS**

To meet personal and family need and become economically self reliant and independent a women entrepreneur chooses to accept a challenging role. There are so many challenges faced by women when it comes to enter into entrepreneurship like social, economic, cultural, some religious and other factor in the society. Being a women entrepreneur, she may face some opposition from her family and the society which bring strength. n current scenario corporate leadership is greatly dominated by men. For embracing entrepreneurship so many hurdles are faced by women and still women owned firms are in the minority. Following are the drawbacks faced by women entrepreneur like lack of technology skill, women are not in position to use technology for their empowerment, social expectation, limited access for funding. Women are not showing so much interest to take it as longer in future as an entrepreneur and for income generation propose in spite of some efforts are made by Government.

### **FINDING & SUGGESTION**

It is observed that Bachat Gat app safeguards good governance and transparency in case of SHG or Bachat Gat.SHG and Bachat Gat app is new form of banking is come out from all parts of India. It runs at small scale which is type of co-operative banks but not certified by bank. Though there is no chance of any guarantee, less paperwork, low interest. It provides reliable access to credit for women with diverse financial back ground. But when this concept applies for rural area ,women are not in position to manage this because of Non availability of gadget.

### **CONCLUSION**

The main objective of this paper is Bachat Gat or SHG can use ICT Tools in marketing of their products. It is also reveals that still some women are lacking of technology advancement in rural area. Though technology has made positive impact on SHG or Bachat Gat. But there must be constant need of improvement for greater coverage and scope of development to enhance technological benefits to women entrepreneur.

### **REFERENCES**

- <http://www.ebachatgat.com/Loan-for-woman-or-mahila-bachat-gat-owned-business-in-India>
- [https://www.business-standard.com/article/news-ani/1300-bachat-gat-women-at-the-heart-of-india-s-fastest-growing-spiritual-app-my-omnamo-118040600304\\_1.html](https://www.business-standard.com/article/news-ani/1300-bachat-gat-women-at-the-heart-of-india-s-fastest-growing-spiritual-app-my-omnamo-118040600304_1.html)
- <http://www.ebachatgat.com/content/benefits-mahila-bachat-gat-registration>