

Women's and their Opportunities in Digital Era in unorganised sector after Covid -19.

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Abstract

This study based on the opportunities in digital era for women in unorganised sector. The study is based on selected unorganised sectors which related to business include Handicraft makers, artisans and Lady tailors, Aari works. After the outbreak of the coronavirus disease (COVID-19, Digitalization provides wide spread of opportunities for female empowerment and for a more equal female participation. This study is to find out the challenges and their awareness for the digitalization and to know about exploring opportunities of Digitalization in Unorganised sector.

Keywords: *Digital Era, Unorganised sector, women*

Introduction:

In India, roughly 90 percent of employed women are informal workers. According to one India study, in the wake of COVID-19, 83% of women informal workers faced a severe income drop, with half relying on grants for food security. In unorganised sector that chosen field they use social media platforms like Instagram, Facebook, YouTube for their business. They showcase their ideas and models in the post as images the people who are seeing they can turn into customers and also, they make custom works for the people. They also moved into digital payments via famous platforms like google pay, phone pay. Etc. some street foods shops become famous and popular because of social media and their income is also getting higher. The Digital Era can be helped via both form their works or other people handles. They get appreciated and their sales also increased in the digital era. However, some people have less awareness about digitalization. Digital Era helped many people to make more income and popularity, which in today's word popularity means income.

Objectives of the Study:

- To Know the opportunities of women in unorganised sector.
- To know the challenges faced by women in unorganised sector.
- To Know the awareness of women in unorganised sector in digital era.

Statement of the problem:

Entering into Digital Era provides an easy way to sell products to a large customer base. Women in the unorganised sector have various opportunities to look in Digital Era. Most of the women's have no support and assistance to enter into Digital Era. The chosen Field is limited however, the lack of awareness and the support and assistance is the major problem faced by them. This research aims to study about Challenges, Awareness, Opportunities of the women in Unorganised sector.

Review of literature:

Dr. Hem Shweta Ratore (2016) in her research paper "Adoption of Digital wallet by consumers" have analysed about the factors that influence consumers in adoption of digital wallet and also analysed the difficulties and challenges faced by customers usage of digital wallet and finalised the shoppers are adopting digital payments largely due to convenience and ease to use and in the future years digital wallet will gain more acceptance..

Sivanath Chutia (2020) in his paper 'Digital Diffusion and Its Impact Over Unorganized Sector Of Assam' analyses the digital diffusion and it's impact over unorganised sector he concluded with the governments have to provide maximum gains to tackle the difficulties such as illiteracy, lack of skills and in infrastructure in the unorganized sector too. The Government should simplify the

rules and regulations that prevent them from carrying on their occupation with dignity and freedom.

Juan Chacaltana, Vicky leung, Miso lee (2018) in their paper “New technologies and the transition to formality: The trend towards e-formality” there is indeed an emerging trend towards the use of technologies for the transition to formality of employment and economic units via an increasing number of innovative, information-intensive and connectivity-based tools or approaches that we call e-formality policies

Methodology:

Primary data has been used to collect the data. The primary data have been collected from 76 respondents. The primary data were collected by using the questionnaire method.

Analysis and Interpretation of Data:

Table:1-Socio-Bio Graphic Profile:

S. No	Age	Respondents	Percentage
1	Below 20	11	13.2
2	21 to 25	51	67.1
3	26 to 30	11	15.8
4	Above 30	3	3.9
Total		76	100
S. No	Marital Status	Respondents	Percentage
1	Married	23	30.3
2	Unmarried	53	69.7
Total		76	100
S. No	Residential Status	Respondents	Percentage
1	Rural	49	64.5
2	Urban	27	35.5
Total		76	100
S. No	Monthly Income	Respondents	Percentage
1	Below 10,000	28	36.8
2	10,000 to 15,000	20	26.3
3	15,000 to 20,000	17	22.4
4	Above 20,000	11	14.5
Total		76	100

S. No	Education	Respondents	Percentage
1	School Level	8	10.5
2	Graduate	44	57.9
3	Post Graduate	16	21.1
4	Professional	7	9.2
5	Others	1	1.3
Total		76	100

Source: Primary Data

From the above table 1, The majority of the respondents are between 21-25 age group (67.1%) and the majority of the respondents are unmarried (69.7%) and 64.5 percentage of the respondents were from Rural area. 36.8 percentage of the respondents were had monthly income below 10,000 and 57.9 percentage of the respondents were graduated.

Table:2 Known the source of digital platform:

S. No	How they Known about digital platform	Respondents	Percentage
1	Friends & Family	46	60.5
2	News paper	23	30.3
3	Television	3	3.9
4	Social Media	4	5.3
Total		76	100

Source: Primary Data

From the above Table 2 the majority of the respondents (60.5%) were known about digital platform by their friends and family.

Table:3 Gadget Used:

S. No	Gadgets	Respondents	Percentage
1	Smartphone	54	71.1
2	Laptop	19	25
3	Tablets	-	-
4	Others	3	3.9
Total		76	100

Source: Primary Data

From the above table 3, The respondents (71.1%) use smartphone as Gadget.

Table:4 Challenges and difficulties:

S. No	Challenges In Entering Digital Era	Respondents	Percentage
1	Return and Refund Policies	26	34.2
2	Pricing and shipping	8	10.5
3	Competitors	14	18.4
4	Increasing sale & long-term growth	13	17.1
5	Others	15	19.7
Total		76	100
S. No	Expensive	Respondents	Percentage
1	Free	18	23.7
2	More expensive	8	10.5
3	Somewhat expensive	19	25
4	Less expensive	31	40.8
Total		76	100
S. No	Level of Handling the Sales	Respondents	Percentage
1	Easy	19	25
2	Somewhat difficulty	49	64.5
3	Very difficulty	8	10.5
Total		76	100
S. No	Support/Assistance	Respondents	Percentage
1	Yes	25	32.9
2	No	51	67.1
Total		76	100

Source: Primary Data

From the above table 4, It shows that the respondents of 34.2 percentage were facing challenges in Return and refund policies, and 40.8 percentage of respondents choose entering into digital era is less expensive, and 64.5 percentage of the respondents were face somewhat difficulty while handling the sales. The respondents (67.1%) not getting any support or assistance from anyone.

Table:5 Opportunities:

S. No	Sharing The Experience	Respondents	Percentage
1	Yes	56	73.7
2	No	20	26.3

Total		76	100
S. No	Employment Opportunities	Number Of Respondents	Percentage
1	Yes	38	50
2	No	38	50
Total		76	100

Source: Primary Data

From the above table 5, It shows that 56 percentage of the respondents share their digital experience to others. And the 50 percentage of the respondents give employment opportunities and 50 percent of the respondents not giving employment opportunities.

Table:6 Expand Revenue & Payments:

S. No	To Expand Revenue	Respondents	Percentage
1	Show customer testimony	9	11.8
2	Provide as many payment options as possible	7	9.2
3	Quality product	48	63.2
4	Impress new customers with offers	8	10.5
5	Others	4	5.3
Total		76	100
S. No	Collection Of Payment	Respondents	Percentage
1	Cash on delivery	23	30.3
2	Online banking	10	13.2
3	All the above	37	48.7
4	Others	6	7.9
Total		76	100
S. No	Feel Secure about Digital Payments	Respondents	Percentage
1	Yes	35	46.1

2	No	5	6.6
3	May be	36	47.4
Total		76	100

Source: Primary Data

From the above table 6, It shows that 63.2 percentage of respondents choose Quality product to expand revenue, 37 percentage of the respondents giving both cash on delivery and online banking payment collection.47.4% percentage of the respondents feel may be secure or not secure in digital payments.

Table:7 Return and Refund Policy:

S. No	Return And Refund Policy	Respondents	Percentage
1	Formed the policy	23	30.3
2	Not formed	23	30.3
3	Don't have awareness about it	30	39.5
Total		76	100

Source: Primary Data

From the table 7, It shows that most of the respondents (39.6%) Don't have awareness about the Return and refund policy.

Table:8 Summary of satisfaction & Problems:

S. No	Level Of Satisfaction	Respondents	Percentage
1	Very satisfied	25	32.9
2	Somewhat satisfied	33	43.4
3	Neither satisfied or dissatisfied	14	18.4
4	Somewhat dissatisfied	3	3.9
5	Very dissatisfied	1	1.3
Total		76	100
S. No	Feel difficulty while	Respondents	Percentage

	Entering Digitally		
1	Yes	41	53.9
2	No	35	46.1
Total		76	100
S. No	Faced any Threats	Respondents	Percentage
1	Yes	25	32.9
2	No	51	67.1
Total		76	100

Source: Primary Data

From the above table 8, It shows that majority of the respondents (43.4%) somewhat satisfied with the digital Era, and the majority (53.9%) of respondents were feel difficulty while entering into Digital Era.

Table:9 Preferable Platform:

S. No	Preferable Platform	Respondents	Percentage
1	Instagram	49	64
2	WhatsApp	11	14
3	Facebook	9	12
4	Websites	7	10
Total		76	100

Source: Primary Data

From the above table 9, It shows that majority of the respondents (64%) prefer Instagram to choose.

Findings:

- It is found that majority of the respondents (60.5%) know the digital platform by Social Media's.
- The majority of the respondents (67.1%) have no support/Assistance while or after entering digitally.
- Smart Phone is major gadget used by the respondents (71.1%).
- Entering into digitally is less expensive (40.8%).
- Quality of the product is the main advantage to expand their revenue choose by majority of the respondents (63.2%).
- Majority of respondents (73.7%) of respondents sharing their experience in digital era to others.
- Return and Refund Policies was the major challenge faced by respondents (34.2%).
- It is found that majority of the respondents (48.7%) provide Cash on delivery & Online Banking.

- The majority of respondents (47.4%) feel the payments are may be secure or unsecure.
- The majority of the respondents (39.5%) Don't have awareness about Refund and Return Policy.
- Majority of the respondents (64.5%) chose Handling of sales are somewhat difficulty.
- 43.4% of the respondents were somewhat satisfied with entering digital era.
- The majority of the respondents (67.1%) have not faced any threats.
- Majority of respondents (53.9%) feel difficulty while entering digitally.
- The most preferable platform by the respondents (64%) is Instagram.

Conclusion

Digital technologies were being increasingly used by people in everyday lives. The world has transformed one step ahead with Digitalization. From this research it was concluded that the unorganised sector (selected) is adapting into the digital sector. But they have a lack of awareness about it. Covid-19 pandemic has aggravated the pace of digitization across the unorganised sector. One of the major lessons learned is that there is an inevitable need for them to undergo digital transformation.

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