Women Entrepreneurs in a Digital Society

In order to overcome systemic social and economic problems when embarking on a business venture, women often find themselves approaching entrepreneurship differently. There is a well-known saying in South Asia: ‘Educate a woman and you educate a family; educate a girl and you educate the future.’ Female entrepreneurs immersed in the digital fast lane tend to abide by this very ideology if and when they get a chance to grab an opportunity. The general idea is about more than just establishing a technical platform – it is about giving women the necessary space and vocation that helps instil a feeling of assurance and empowerment through provision of relevant digital tools and necessary training (Deevy 2019).

Digitalisation and Information Technology (IT) have sprouted a new wave of entrepreneurship in South Asia, and women are eager to be a part of the revolution. However, despite bringing commitment and innovative ideas, they face many hurdles. The essential reason is that while women’s entrepreneurship is recognised as a potent source of economic growth, it remains untapped, especially in South Asian countries like India (Jahanshahi, Pitamber and Nawaser 2010) and Pakistan. This panel will put into perspective notions related to the:

1. Challenges faced and initiatives for women’s entrepreneurial development in South Asia.
2. Extent to which digital technology is helping or hindering female entrepreneurs.
3. Critical role of women in sustainable development.
4. Potential role of policy in supporting women’s entrepreneurial growth in the face of changing technology.

The panel hopes to bring together influential female entrepreneurs whose enterprises and entrepreneurial spirit have, or who are, transforming the digital landscape for young aspirants. The panel will be a forum for sharing their voices, ideologies, trials, expertise, and ambitions.

References


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