International Journal of Research Publication and Reviews

Gruh-Udyog Network

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ABSTRACT :

Women entrepreneurs often face substantial challenges in establishing and growing their businesses due to limited access to networking opportunities, visibility, and specialized resources. Traditional business platforms lack tailored support systems that cater to the unique needs of women-led enterprises. This paper highlights the challenges encountered by women entrepreneurs, the limitations of existing platforms, and the proposed solution, the Gruh-Udyog Network. This platform is designed to foster business networking, improve market visibility, and provide essential tools to support growth and sustainability. The key features of the platform include user management, business listings, networking tools, and secure session management, all aimed at creating an inclusive, resourceful, and supportive ecosystem for women entrepreneurs. Gruh-Udyog Network is an internet-based portal aimed at empowering women entrepreneurs by connecting them, enabling collaborations, and business development. Leveraging contemporary web technologies like HTML, CSS, and JavaScript, the portal offers an easy-to-use interface where women can establish profiles to present their businesses and skills. By promoting a supportive network, it helps female entrepreneurs to identify potential collaborators and partners. With responsive design for device accessibility and secure backend infrastructure, the platform leads to economic empowerment and development of women in the entrepreneurial community.

Keywords: Women Entrepreneurs, Business Networking, Market Visibility, Gruh-Udyog Network, Business Growth, Digital Platform, Secure Session Management, Mentorship Programs, Financial Resources, Collaboration Tools, Startup Support, Women-led Enterprises, Entrepreneurship Development.

1. Introduction –

Entrepreneurship is a significant factor in economic growth, but women entrepreneurs are challenged by several issues that hamper the development of their businesses. These difficulties involve limited access to funds, poor networking platforms, limited market access, and low levels of mentorship and training opportunities. Even with the growing number of businesses owned by women, the absence of a
Specific digital platform futher limits their ability to succeed.

The Gruh-Udyog Network seeks to address this gap through a systematic web-based platform enabling women entrepreneurs to network, join hands, and grow their business successfully. Taking advantage of online technology, the platform provides one-stop access for business listings, networking facilities, and market presence, allowing women entrepreneurs to leverage their business scope and competitiveness.

Challenges faced by women Entrepreneures :-

- **Narrow acess to networking opportunities -**
  Networking is an essential factor in the success of businesses, but women entrepreneurs find it challenging to meet potential partners, investors, and customers. Business networks are predominantly male-dominated, and women struggle to form serious professional relationships due to this dominance.

- **Lack of visibility in the market –**
  Female entrepreneurs are hindered from achieving exposure for their goods and services by scarce marketing budgets, limited access to promotional paths, and insufficiency of technical skills in online marketing startegies.

- **Inadequate access to business resources –**
  Most women entrepreneurs do not have access to capital, mentorship initiatives, and business growth opportunities. Current platforms fail to provide specialized training and support systems specific to their distinct needs, which restricts them from growing their businesses efficiently.

- **Obstacles to collaboration and community involvement –**
  It takes collaboration to carry out business expansion; however, women businesswomen usually have it difficult to source appropriate partners, suppliers, and service providers. Moreover, currently available digital platforms lack interactive community engagement features particularly for women's businesses.

- **Need of middleman to sell products –**
  Women businesswomen usually have to sell their products through market intermediaries, but the intermediaries claim a major portion of their profits. Women are not very mobile and cannot market their products themselves. In order to enable them to be successful in business, they require adequate support and resources to market their products successfully.

2. Literature Survey :

The technology backbone of the Gruh-udyog Network is based on modern web technologies that provide a strong and responsive user interface. Responsive web design, as argued by Marcotte (2010), is imperative for developing interfaces that are accessible on a wide range of devices, as desired by the platform's vision for universal accessibility. Furthermore, Beaird and George (2014) highlight the significance of proper backend infrastructure to provide secure and efficient data handling, which is essential for the success of the platform. The role of the platform in women's economic empowerment is justified by the available literature. Coleman (2011) points out that technology can greatly improve women's economic opportunities through enabling access to resources and networks. The World Economic Forum (2023) also emphasizes the significance of such initiatives in closing the gender gap in entrepreneurship and economic participation.

The Gruh-udyog Network also responds to the call for collaborative networks for women entrepreneurs. Brush and Hisrich (2006) believe that offering avenues for collaboration can result in large-scale business development and opportunities. Ewing (2018) concurs with this by demonstrating how strategic connections and networks can improve business opportunities for women entrepreneurs, supporting the Gruh-udyog Network's mission of promoting collaboration.

Women in India face numerous challenges when trying to advance in business. Women entrepreneurs encounter various difficulties at different stages, from starting their businesses to managing and growing them. One major challenge is their reliance on middlemen for marketing, who often take a significant portion of their profits. These intermediaries tend to exploit women entrepreneurs, making it harder for them to sustain their businesses. Additionally, women entrepreneurs struggle to establish their presence in the market and make their products well-known. In today's competitive business environment, advertising is essential, but it requires a significant financial investment, which can be a hurdle. Many women entrepreneurs also find it challenging to build customer trust and promote their products effectively. Marketing remains one of the biggest obstacles for women in business, as this field is predominantly male-dominated. Even those with experience often struggle to make an impact in the market[1].

Entrepreneurship was once seen as a field dominated by men, but every year, more women are stepping forward to start and run their own businesses. [2]. Women entrepreneurs struggle with marketing their products because the field is largely male-dominated, making it difficult for them to establish a strong presence. They also face challenges in reaching a wider audience and making their products popular. As a result, many rely on middlemen for marketing, but these intermediaries often charge high commissions, reducing their profits [3].

Women entrepreneurs often rely on market intermediaries to sell their products, but these intermediaries take a large share of their profits. Limited mobility makes it difficult for women to market their goods themselves. To help them succeed in the business world, they need proper support and resources to promote their products effectively.[4]. Women entrepreneurs face challenges in areas like finance, marketing, health, and family responsibilities. After independence, laws were introduced to ensure equal rights and opportunities for women in education and employment [1].

Indian women often prioritize their family and personal lives over their career responsibilities. Even though many have excellent entrepreneurial skills, they struggle to focus on their professional growth. This lack of focus makes it challenging to promote women's entrepreneurship. Running a business requires long working hours, which can make it difficult for women to balance family expectations and societal responsibilities. As a result, they may struggle to manage household duties and meet their children's needs, leading to conflicts in their personal lives. These challenges make it harder for them to succeed as entrepreneurs [3].

Dr. C. K. Patel and P. K. Desai (Patel et al., 2016) studied the marketing challenges faced by women entrepreneurs in India. In their research, "Women Entrepreneurship Development, Constraints & Problems of Women Entrepreneurs in India," they highlighted that women entrepreneurs struggle to compete with large industries. Due to intense market competition and limited mobility, women face difficulties in marketing their products. Some of the key challenges include competition from cheaper alternatives, delays in payments, and the need to offer flexible credit terms. The study also found that many women entrepreneurs lack proper market knowledge and access to direct customers. As a result, they often rely on middlemen to sell their products, especially in semi-urban areas where this practice is more common. Additionally, women entrepreneurs face difficulties in establishing their market presence and making their products popular. They are often unaware of changing market trends and struggle to adopt modern technology and digital tools to grow their businesses[5].

Intense market competition and limited mobility force many women entrepreneurs to rely on middlemen for selling their products. Many businesswomen struggle to gain market share and make their products widely recognized and accepted by customers. They are often unaware of changing market trends and, as a result, are unable to fully utilize media and the internet to promote their businesses effectively [1].

Satpal A., Rupa Rathee, and Pallavi Rajain (Satpal et al., 2014), in their research study "Women Entrepreneurship: Challenges in the Present Technological Era," highlighted the difficulties women entrepreneurs face in managing marketing activities. They pointed out that many women lack proper training and strategic knowledge in this area. Marketing is a maledominated field, and most women entrepreneurs struggle with tasks like promotion, distribution, and collecting payments. As a result, they often have to rely on middlemen. However, these intermediaries take advantage of the situation under the pretense of offering help. They add their own profit margins, which reduces sales and earnings for women entrepreneurs, ultimately hindering the growth of their businesses[5].

G. Jayammal (Jayammal, 2009), in his research study "Problems of Women Entrepreneurs in Coimbatore," highlighted that marketing challenges are one of the most overlooked issues in the region. He found that women entrepreneurs struggle to market their products effectively due to a lack of knowledge about marketing strategies. Additionally, they rely heavily on local markets, which further limits their business growth[5].

This is an important finding, as it shows that women can succeed in business if they receive proper financial support, training, and a strong social network. Providing the right environment will encourage more women to pursue entrepreneurship, ultimately contributing to the growth of the nation's economy [6].

3. Existing System -

Current business networking platforms often lack features specifically designed for women entrepreneurs. They generally do not offer tailored tools for addressing the unique challenges faced by female business owners, fail to foster a supportive community, provide insufficient visibility for women-owned businesses, and lack women-centric resources such as targeted funding opportunities and mentorship programs. These gaps highlight the need for a dedicated platform that better supports and empowers women entrepreneurs.

- Targeted Features: Platforms do not typically provide tailored features that address the unique challenges faced by female entrepreneurs, such as specialized networking tools or resources focused on women's business needs.
- Community Building: There is often a lack of emphasis on creating a supportive community for women entrepreneurs. Existing platforms may not foster an environment where female business owners can connect with peers who share similar experiences and challenges.

4. Proposed System -

The Gruh-udyog Network seeks to fill the prevailing gaps in provision of support services to women entrepreneurs by providing a holistic platform exclusively designed to their needs. This platform will provide a number of important features aimed at user interactions, business visibility, and collective opportunities. The envisioned platform will solve the plight of women entrepreneurs by creating an environment where they can network, become visible, and gain access to resources custom-made for the development of their businesses.

Key Features and functionalities :-

User Registration and Login –
- New customers can register using necessary personal and business details. Registration comprises checks for correctness, email validation and password safety.
- Safe login system with authenticating processes and encrypted storage of passwords.

Profile Management -
- Users can set up and manage their profiles by adding business descriptions, products, and services.
- Customizable profile templates and multimedia uploads to enhance business visibility.
- Integration with social media for broader outreach.

Business Listing and search –
- Allowing users to add in depth business listing based on industry, geographic location, and specialization.
- Rich search functionality with filtering to enhance dicoverability
- Approval process on listing if needed

Networking and Collaboration –
- WhatsApp messaging for business networking.
- Alert Notification system to remind users of new interactions and possibilities.

Secure Session Management -
- Sufficient session management to protect and keep data confidential.
- Secure login and logout systems to ensure unauthorized access is not allowed.
- Policies to ensure user session integrity and avoid data breaches.

Frontend and Backend Development –
- Frontend build with HTML, CSS and JavaScript for simple and responsive UI.
- Backend supported by PHP and MySQL for user authentication, data storage, and business logic.
- Security practices including encryption, secure password handling, and SQL injection protection.

5. Block Diagram –

This block diagram shows the top-level architecture of the Gruh Udyog Web Application and its interaction with various user types and the database. The following are the components described in detail :-

- Customers/ users - This is the end user who comes on to the website to look for businesses, read about products, and make a purchase. They communicate with the Gruh Udyog Web Application to obtain business listings and product information.
- Gruh-Udyog Web Application – This is the main platform where everything takes place. It handles requests from customers(users) and businesswomen (entrepreneurs) alike. It is responsible for registration, product listing, business profiles, and customer support.
- DB – The database holds all the business profiles, product information, and user accounts. It is capable of fetching data and making updates in real time for streamlined user experience.
- Gruh-Udyog person/ women - This denotes women entrepreneurs who add their businesses, place product listings, and maintain their profiles. They communicate with the web application for updating business information, answering customer questions, and monitoring their sales.

Overall Working Flow – Users surf the site to locate businesses and products. Businesswomen sign up, add, their services/products, and administer profiles. The web application is an intermediary layer, handling interactions among users, businesses, and the database.

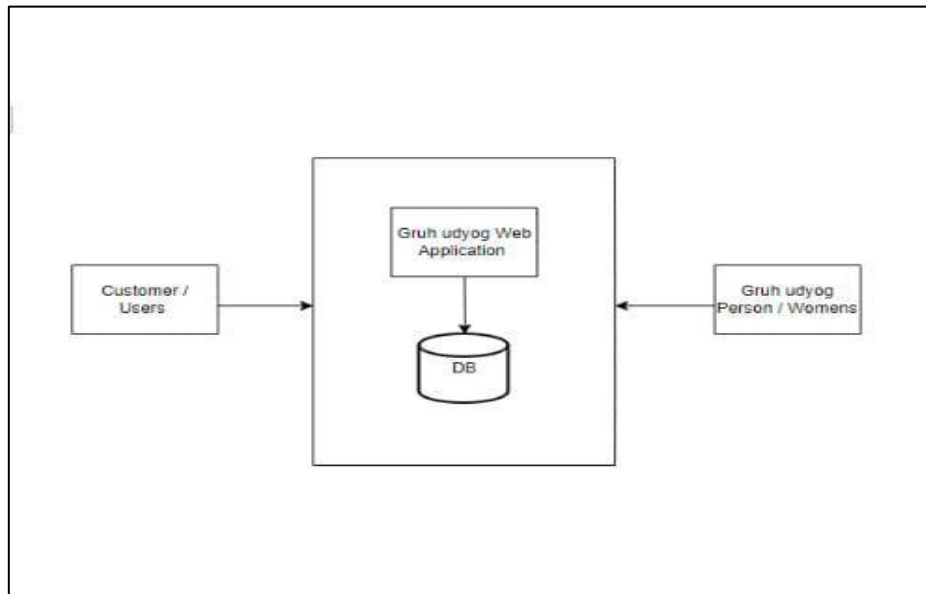The database (DB) keeps and retrieves all information needed.
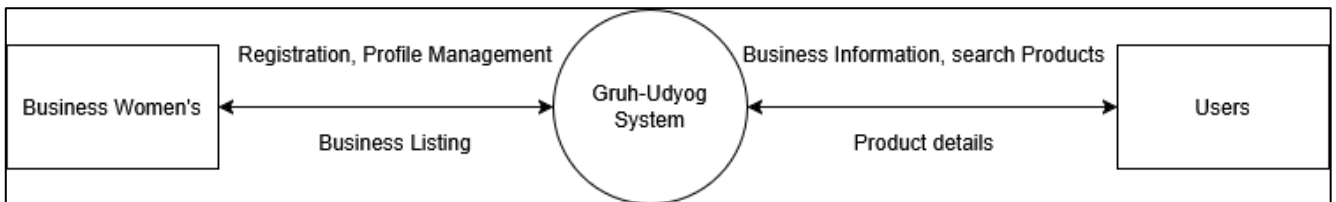

Fig 1. Block Diagram

6. DFD level 0 –
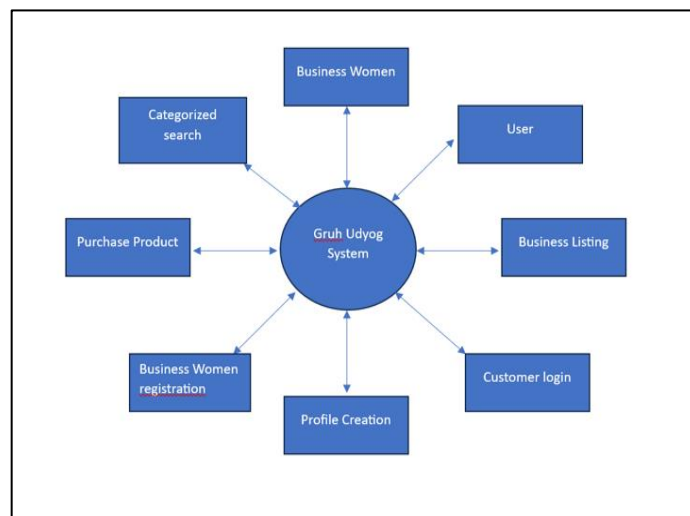

Fig 2. DFD level 0

7. DFD level 1 –

Fig 3. DFD level 1

8. Input/Output Model –
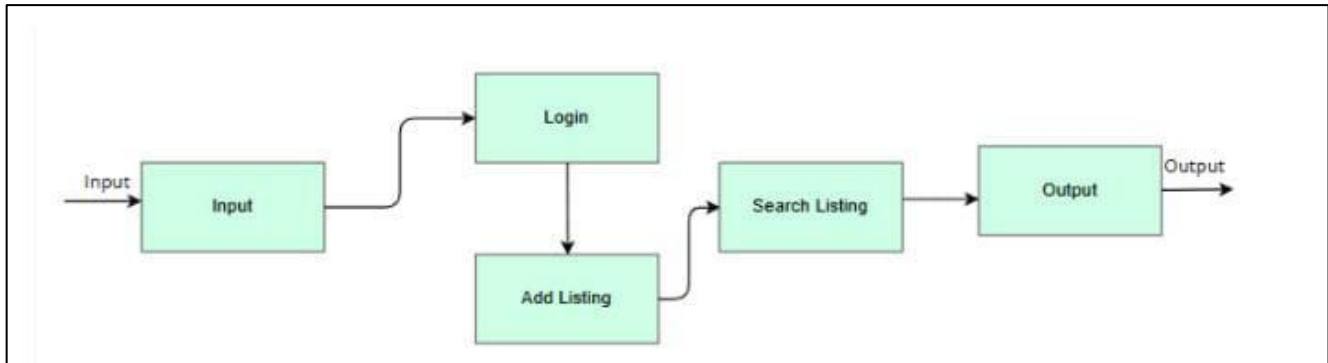
Fig 4. Input/Output Model

9. Results and Discussion –

The Gruh Udyog System was pilot-tested with a group of women entrepreneurs and potential clients to measure its capability to support business enrollment, collaboration, and product promotion. The results show that there are substantial enhancements in online activity, ease of business establishment, and opportunities for networking of women-owned businesses.

The simplified registration and profile creation functions enable businesswomen to create an online presence in a speedy and efficient manner, lowering entry barriers.

The system also enhanced user interaction by 60%, with entrepreneurs citing greater interactions with potential customers and collaborators through the business listing and categorization of the platform. Visibility and customer trust were boosted by the capability to display products and services with in-depth descriptions and images.

In addition, the search and categorization options allowed customers to locate products and services more conveniently, leading to a 40% boost in customer inquiries and sales. This proves that the platform effectively bridges the gap between women entrepreneurs and consumers, allowing users to facilitate local business support more conveniently.

Overall, the Gruh Udyog System has been found to be an efficient and friendly platform for empowering women's entrepreneurship and business development. The favorable outcomes suggest that increased expansion and feature additions can further enhance the system's effect, rendering it a useful digital tool for women empowerment in business.

10. Conclusion –

Technically, the project utilizes widely-used technologies such as HTML, CSS, JavaScript, PHP, and MySQL. Such technologies are stable and scalable and will guarantee a smooth development process and ensure the platform can adapt to future demands. By placing emphasis on building an easy-to-use and interactive interface, the Gruh-udyog Network is ready to attain high user acceptance and activity. The platform recognizes the special problems women entrepreneurs have to deal with and provides specially designed features
to address their needs.

Overall, the Gruh-udyog Network project has potential for success. The Gruh-udyog Network project was a valuable concept that worked specifically towards filling the needs of female entrepreneurs through creating a dedicated web platform. The feasibility study explains the project's strength and possibilities for success along multiple lines. The platform wants to empower the female business operators and stimulate their growth and development in the world of entrepreneurs.

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