

IMPACT OF MICROFINANCE

ON WOMEN'S EMPOWERMENT IN INDIA

Women in many developing areas play a significant role when it comes to agricultural production mainly by contributing to crop processing. But, the labor is fully non-monetized and also complimentary for rather than similar to those of man's labor.

Apart from this, those women who lack marketable education and skills and also have higher fertility rate reflect that they are fully occupied with those children. Apart from this, land and various other traditional assets are generally passed onto those of sons even without wages or savings.

As far as microfinance services are concerned, these are something that includes savings, credits, insurance, remittances, loans, housing, and money. These services enable women to participate in various activities that work great when it comes to the alleviation of their patriarchal control over those assets. Thus, it fosters both economic progress and also gender equality.

The major purpose of microcredit is to allow women to get financial assistance even without any collateral or any income proof. They can get microcredit in a range of sizes. You need to choose the right option for yourself depending on your needs.

Women can get the flexibility to repay the loan in different installment options be it daily, weekly, or monthly. Most importantly, these types of financial assistance are offered at a nominal interest rate, especially when you compare it with those of formal institutions including banks.

It helps them get economic gains in terms of higher consumption rates, good nutrition, asset accumulation, and also more enrolment in various schools. We all are aware of the fact that women's empowerment is something that is directly related to the economic growth of any area.

CREDITS

ARTICLES BY

TRISHA SARKAR
AMOL SHRIVASTA
NIKHIL SANDAL
KHUSHI RABBAN
SIRISHA SONKAR
SAMARTH KATIYAAR

DESIGN BY

SARTHAK SAXENA

IN GUIDANCE

OF
DR. ASHIMA SINGH

EDIT BY

ASRA RIZWAN



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ENTREPRENEURSHIP

The rise of digital technology has led to new opportunities for media entrepreneurship, such as the ability to reach global audiences through digital platforms and the ability to analyse data to better understand audience preferences and behavior. However, it also implies that in order to be competitive, media entrepreneurs must be able to adjust to changes in technology and customer behaviour.



MEDIA ENTREPRENEURSHIP

Media plays an important role in entrepreneurship by helping to disseminate information, create awareness, and build brands. Entrepreneurs use media to reach potential customers, partners, and investors, to showcase their products and services, and to tell their stories.

Entrepreneurship in media involves starting and running a media company, such as a television or radio station, newspaper, magazine, or digital media platform. This can include developing new content, creating new distribution channels, and finding innovative ways to monetize media. Successful media entrepreneurs are able to identify and capitalise on opportunities in the industry while also navigating the challenges of a rapidly changing media landscape.

Media entrepreneurship can take many forms, such as starting a production company to create original content, launching a digital media platform to distribute that content, or developing new technologies to improve the media consumption experience. To build a successful firm in the media sector, entrepreneurs must be able to recognise opportunities in the sector, design a business plan, and carry out that plan.

Media is a strong instrument that business owners can utilise to develop their brands, connect with new audiences, and promote growth and success.



Building brand awareness and credibility is one of the key goals of media in entrepreneurship. Entrepreneurs can use media coverage as a platform to communicate their vision, goal, and values as well as how their goods and services address client issues. Additionally, it might aid in establishing the entrepreneur as a subject-matter specialist and a pioneer in their sector. Media can be used by business owners to target particular audiences, get leads, and turn them into clients. Oprah Winfrey, Rupert Murdoch, and Arianna Huffington are a few examples of successful media entrepreneurs

By delivering useful material, establishing a community, and encouraging involvement, media may also be utilised to increase consumer loyalty and retention. Entrepreneurs can leverage media attention to show traction and advancement and draw in investors and venture capitalists. The company's credibility and good reputation can be conveyed to prospective partners, clients, and workers using media coverage.

TRISHA SARKAR



EDITORIAL



ENTREPRENEURSHIP POST COVID

The COVID-19 epidemic has significantly affected the world economy, producing recessions in numerous industries, the loss of jobs, and instability in the financial system. However, it also gave business owners the chance to launch new ventures or refocus already established ones.

Who knew that behind closed doors, people were formulating ideas that might alter the course of history? As a result of the global epidemic, there has been a notable increase in the number of start-ups. The employees who were laid off and launched their own enterprises are to blame for the spike in start-up activity.

In the short term, businesses that have been able to adapt to changing consumer needs during the pandemic are thriving. These include e-commerce, online delivery services, and virtual services such as online education and telemedicine.

Longer term, the shift to remote work and online services will continue even after the pandemic subsides, creating opportunities for businesses in industries such as technology, digital marketing, and cloud-based services. Additionally, the epidemic is speeding the shift toward sustainable practices, opening doors for companies that support circular and green economies

NIKHIL SANDAL

“

BE YOURSELF AND EXPRESS YOUR FEELINGS SINCE THOSE WHO DON'T CARE DON'T MATTER, AND THOSE WHO DO CARE DON'T MIND

- ANONYMOUS

”



SOCIAL MEDIA

ENTREPRENEURSHIP

Entrepreneurs are in a unique position to be one of the most important economic drivers. This position has always pushed entrepreneurs to seek change, respond to changes that have developed outside themselves, and perceive change as a field of opportunity

It is often the case that entrepreneurship and innovation are mentioned together in literature because entrepreneurs are said to be people who have adopted a business model that constantly looks for innovation.

Shane (2003) describes entrepreneurs as “those people who undertake innovation, finance, and business intelligence to transform innovations into economic products.” As understood from the definition, innovating and being able to keep up with innovations is one of the most important functions of entrepreneurship.

Social media can be described as websites that allow people to create online communities and facilitate the sharing of contents created by users. Social media is the sum of content produced by its own mass. These contents can be produced by different means and be of different kinds. For example, Facebook is not a publishing company. It does not create content, whereas it allows users to create their own content on their behalf.

It is possible to define the social media entrepreneur as a person who seeks profitable opportunities through social media and initiates and manages a business within this social structure. It has been observed that these entrepreneurs market their products or services on social media platforms while also making money from the content they create. Social media entrepreneurship is actually separated from other types of entrepreneurship by the way it is done, the instruments it needs to do its job, and the infrastructure it must have. Social media entrepreneurship has not been thoroughly studied in academia because its boundaries have not been defined yet.

KHUSHI RABBAN



**I NEVER DREAMED ABOUT SUCCESS
I WORKED FOR IT
- ESTEE LAUDER**



AI IN MEDIA

THE NEWS IS "ONLINE"

One benefit of artificial intelligence in media is the capacity to automate repetitive operations like audio transcription and video captioning. Media firms can focus on more important tasks, like creating top-notch content, while still making sure that all audiences can access it. AI can also be used to analyse audience interaction data in real-time, helping media firms make quick changes to their content and advertising strategy.

Additionally, AI can assist in the production and distribution of content. For instance, AI-powered video editing software can speed up the editing process and produce personalised video advertisements. By analysing audience engagement data and adjusting the distribution strategy accordingly, AI can also be utilised to optimise content distribution across various platforms.

By automating fact-checking, AI can also be used to improve the accuracy of news reporting. In order to safeguard the accuracy of the information being reported, artificial intelligence models can be trained to identify and highlight potential errors or misinformation in news articles. Additionally, AI can be utilised for video and image analysis, such as the automatic generation of captions or transcriptions or the identification of key individuals, locations, and events in a video.

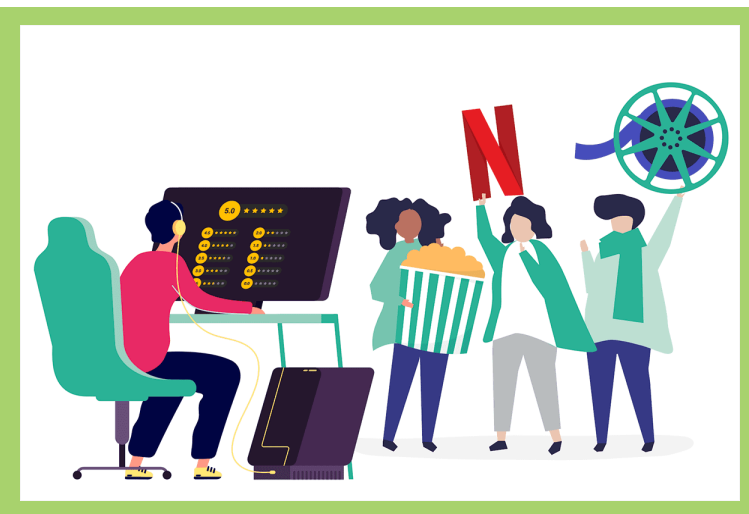


One of the most critical techniques is the production of news material. The usage of AI-powered algorithms for articles and summaries helps news organisations produce more material in less time.

Overall, AI has the potential to improve efficiency, personalization, and automation, all of which can benefit the media industry. It can assist media companies in rapidly and effectively producing high-quality content, automating routine tasks, and analysing audience engagement data in real time, all of which can lead to increased user engagement and retention.

One of the key benefits of AI in media is its ability to produce high-quality material rapidly and efficiently. As an illustration, AI-powered news writing software may write news pieces in a fraction of the time needed by a human journalist.

AMOL SHRIVASTAVA



FIND THE WORD

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ENTREPRENEURSHIP
 ADVERTISING
 COPYRIGHT
 FINANCING
 LIMITED PARTNERSHIP
 PRODUCTION
 SLOGANS

BREAK EVEN POINT
 CORPORATION
 INFRASTRUCTURE
 LIQUIDITY
 PROMOTION
 TRADEMARK
 ENTREPRENEUR

INVESTORS
 PARTNERSHIP
 REVENUE
 CAPITAL
 PRODUCT
 ROYALTIES