

**FROM HOMEMAKERS TO BUSINESS LEADERS: ANALYSING THE GROWTH &
BARRIERS OF WOMEN ENTREPRENEURS IN DIGITAL INDIA.**

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ABSTRACT

Women entrepreneurship is an important tool for women empowerment in India. With the growth of digitalization, women are increasingly using digital platforms such as social media, online marketplaces and digital payments to start and manage their businesses. This study examines the role of digitalization in empowering women entrepreneurs across India. The findings show that digital tools improve business opportunities and confidence among women entrepreneurs, though challenges like digital illiteracy and financial constraints still exists.

The research contributes to understanding how digitalization can act as a key driver for women empowerment and sustainable entrepreneurial growth in the country.

INTRODUCTION

Women empowerment has emerged as a crucial aspect of inclusive and sustainable economic development in India. In recent years, women entrepreneurship has been recognized as an important tool for empowering women economically, socially, and psychologically. Traditionally, many women in India were confined to household roles; however, the changing socio-economic environment and increased access to education and opportunities have encouraged women to step into the world of business and leadership.

The rapid growth of digital technology under the Digital India initiative has further transformed the entrepreneurial landscape for women. Digital platforms such as social media, e-commerce websites, online payment systems, and digital marketing tools have enabled women to start and manage businesses with limited resources. These digital tools have reduced entry barriers, provided wider market access, and allowed women—especially homemakers—to balance family responsibilities while pursuing entrepreneurial activities.

Women entrepreneurship in the digital era not only contributes to income generation but also enhances self-confidence, decision-making power, social recognition, and leadership skills among women. Many women have successfully transitioned from homemakers to business leaders by leveraging digital technologies, thereby challenging traditional gender roles and contributing to economic growth.

PURPOSE OF THE STUDY

The purpose of this study is to examine the transformation of Indian women from traditional homemakers to entrepreneurs in the era of Digital India. The study aims to understand how digital access, online platforms, and government initiatives have influenced women's decisions to start and manage their own businesses. It also seeks to identify the key motivations behind women entrepreneurship, the level of family and social support received, and the major challenges faced by women entrepreneurs in their daily business activities.

Further, the study focuses on analyzing the role of digital platforms such as social media and e-commerce in promoting women-led businesses, as well as assessing women's awareness and usage of government schemes designed to support entrepreneurship. The research also aims to evaluate the impact of entrepreneurship on women's confidence, social status, and financial control. Through this study, an attempt is made to highlight the barriers faced by women entrepreneurs and to suggest measures that can help create a more supportive and inclusive environment for women entrepreneurship in India.

LITERATURE REVIEW

Women entrepreneurship plays a vital role in economic development and women empowerment in India. In recent years, digitalization has emerged as a significant factor in promoting women entrepreneurship by reducing traditional barriers such as limited mobility, lack of market access, and financial constraints. The increasing use of digital platforms,

mobile technology, and online financial services has enabled women to start and manage businesses more efficiently.

Several studies have highlighted the positive impact of digital platforms on women entrepreneurs. Rai and Yadav (2019) found that digital tools help women entrepreneurs overcome social and economic barriers by providing access to wider markets and customers. Agarwal et al. (2020) observed that digital entrepreneurship enhances income generation, decision-making power, and social recognition of women. Government initiatives such as Digital India and Startup India have further supported women entrepreneurs by improving digital infrastructure and promoting online business opportunities.

Research also indicates that digitalization contributes to business sustainability and growth. Singh et al. (2024) reported that women entrepreneurs using e-commerce platforms and digital payment systems experienced improved operational efficiency and better customer reach. Digital business models allow women to operate from home, reduce operational costs, and balance professional and personal responsibilities, making entrepreneurship more accessible across India.

However, existing literature also points out several challenges. Studies reveal that many women entrepreneurs face issues related to inadequate digital literacy, lack of technical skills, limited access to finance, and cybersecurity concerns. Dash and Sahu (2023) emphasised that while government schemes and digital training programs have improved participation, continuous support and skill development are necessary for long-term success.

Previous studies confirm that digitalization has a strong potential to empower women entrepreneurs in India. At the same time, the literature suggests a need for further research focusing on India-wide perspectives to understand the impact of digitalization on women entrepreneurship across diverse socio-economic backgrounds.

RESEARCH METHODOLOGY

The methodology adopted for preparing this research paper has been clearly explained to provide a systematic understanding of how the study was conducted. This chapter describes the research design, nature of data, sources of data, and tools used for analysis. The study aims to analyse the role of digitalization in promoting women entrepreneurship in India.

The collected data was carefully reviewed, analysed, and interpreted to understand trends, challenges, and opportunities faced by women entrepreneurs in the digital era.

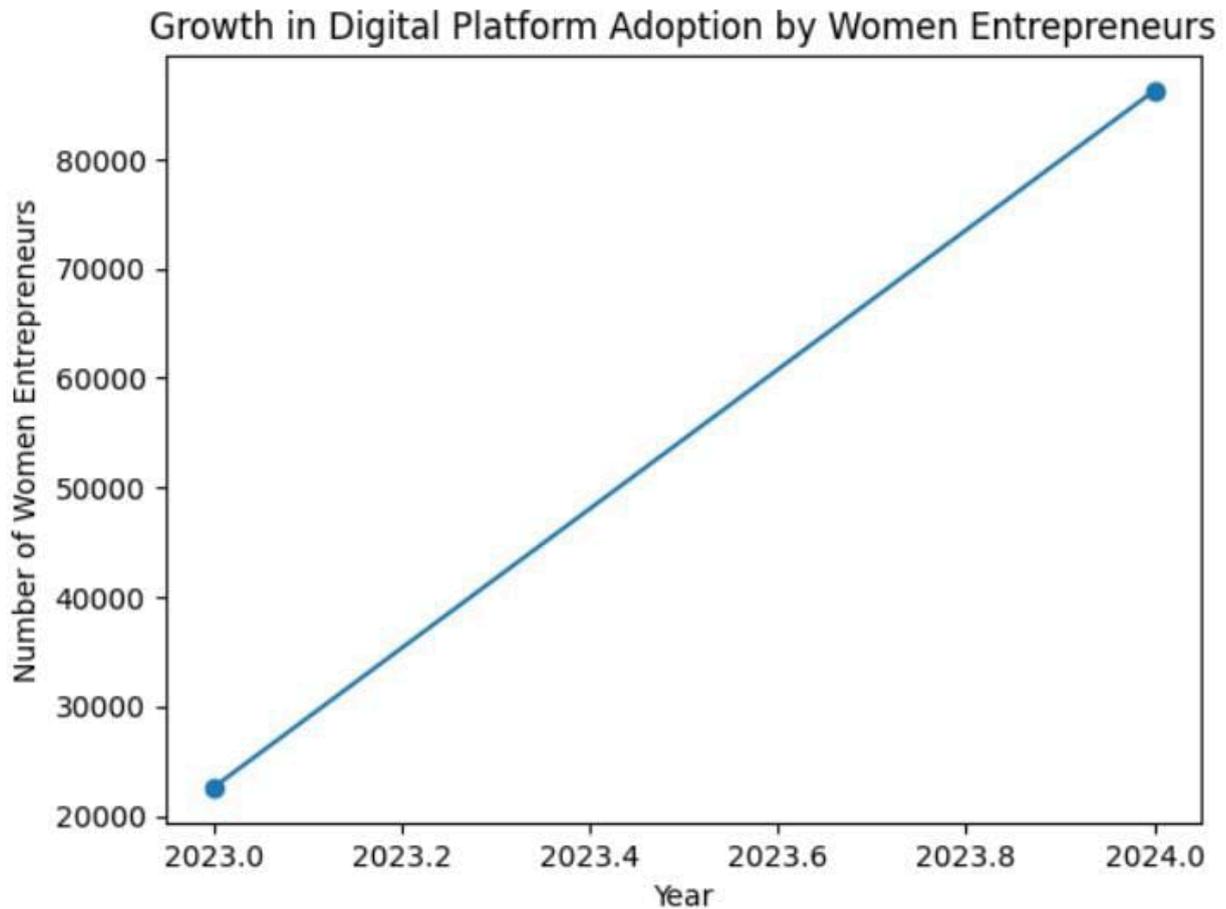
Research Design and Data Details -

Type of Research: Descriptive and Analytical

Data Type: Secondary Data

Source _____ of _____ Data:
women-entrepreneurship-on-digital-platform-a-case-study-of-twin-city-of-odisha.pdf
<https://share.google/nm6YpHkZt8Kyf33TM>

DATA ANALYSIS



Graph 1: illustrates the growth in the adoption of digital platforms by women entrepreneurs in India during the years 2023 and 2024. The graph clearly shows a significant increase in the number of women entrepreneurs using digital platforms in 2024 as compared to 2023. This upward trend indicates that digitalization has played an important role in encouraging women to adopt online tools for business operations such as marketing, sales, communication, and financial transactions.

The rapid growth can be attributed to increased internet penetration, availability of smartphones, government initiatives promoting digital inclusion, and the expansion of e-commerce and social media platforms. Digital platforms have reduced geographical barriers and enabled women entrepreneurs to reach wider markets with lower operational costs. Overall, the graph highlights that digital technology has become a key enabler of women entrepreneurship and empowerment in India.

Role of Digital Platforms

1. Easy Business Start:

Digital platforms allow women to-

- Start business from home
- Work with low investment
- Avoid renting shops or offices

Example: Instagram page, WhatsApp Business

2. Online Marketing & Promotion

Women can:

- Promote products on social media
- Reach customers all over India
- Advertise at low cost

Platforms: Instagram, Facebook, YouTube

3. Wider Market Access

Digital platforms help women:

- Sell beyond local markets
- Reach urban & rural customers
- Access national & international markets

Platforms: Amazon, Flipkart, Meesho

4. Financial Inclusion

Digital platforms support:

- Online payments (UPI, wallets)
- Easy money transfer
- Better financial management

Platforms: Google Pay, Phone Pe, Paytm

5. Skill Development & Learning

Women can:

- Learn business skills online
- Attend webinars and training
- Improve digital literacy

Platforms: YouTube, government portals

6. Time Flexibility

- Digital platforms allow women to:
- Balance work and family

- Choose working hours
- Run business part-time or full-time

7. Support for Rural & Urban Women

- Rural women can sell handicrafts online
- Urban women can run startups & online brands
- Reduces gender gap in entrepreneurship

CHALLENGES

1. Lack of digital knowledge

Many women do not know how to use mobile apps, online payments, or digital platforms properly.

2. Limited access to technology

Some women do not have smartphones, laptops, or stable internet connection.

3. Financial problems

Women often face difficulty in getting loans, funding, or investment to start or grow digital businesses.

4. Technical issues

Problems like website errors, app issues, online fraud, and cyber security create fear and confusion.

6. Marketing difficulties

Understanding online marketing, social media ads, and reaching customers digitally is challenging.

7. Social and family pressure

Household responsibilities and lack of family support limit time for learning and managing digital businesses.

8. Cyber security risks

Fear of online scams, fake payments, and data theft discourages women from going fully digital.

CONCLUSION

Women entrepreneurship plays an important role in promoting women empowerment and economic development in India. With the growth of digital platforms, women entrepreneurs now have better opportunities to start and expand their businesses with low investment and flexible working conditions. Digital tools such as social media, e-commerce platforms, and

online payment systems have helped women gain wider market access, financial independence, and self-confidence.

However, challenges like lack of digital skills, limited access to technology, and low awareness in rural areas still exist. Despite these challenges, digitalization has proved to be a powerful tool in reducing gender gaps in entrepreneurship. With proper training, government support, and digital awareness, women entrepreneurs can significantly contribute to inclusive and sustainable economic growth in India.

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