

A STUDY ON WOMEN EMPOWERMENT TOWARDS HOME BASED BUSINESS IN DIGITAL ERA

Author: Ms. N. DEEPA, M.com., Assistant professor, school of applied commerce (CA) A.V.P college of arts and science, Tirupur-641652.

Author: Ms. K. Varshini, school of applied commerce (CA) A.V.P college of arts and science, Tirupur-641652.

ABSTRACT

Women empowerment has become an important aspect of socio-economic development in the modern digital era. Home-based businesses provide women with an opportunity to earn income while managing household responsibilities. The growth of digital technologies, social media platforms, and online marketplaces has made it easier for women to start and manage businesses from their homes. This study focuses on understanding how home-based businesses contribute to women empowerment. It also examines the role of digital platforms in promoting such businesses and increasing women's financial independence, self-confidence, and decision-making power. The study highlights the opportunities created by digital tools for women entrepreneurs and also identifies the challenges faced by them, such as lack of digital skills, limited financial support, and market competition. The findings suggest that home-based businesses supported by digital technology can significantly improve the economic and social status of women.

KEYWORDS:

Women Empowerment, Home-Based Business, Digital Era, Digital Platforms, Women Entrepreneurship, Financial Independence.

INTRODUCTION

Women empowerment has emerged as one of the most important aspects of social and economic development in the modern world. It refers to the process of enhancing the social, economic, political, and psychological strength of women, enabling them to make independent decisions and actively participate in all areas of life. In developing countries like India, women empowerment plays a vital role in achieving inclusive growth, reducing poverty, and improving the overall standard of living of families and communities.

OBJECTIVES OF THE STUDY

- To study on the concept of women empowerment through home based business.
- To analyze the role of digital platform promoting home based business.
- To study the level of income generated through home based business.
- To examine the awareness of government schemes supporting women entrepreneurs.
- To identify the problems faced by women while working from home.

STATEMENT OF PROBLEMS

- The digital era has enabled many women to start home-based businesses, yet the actual level of empowerment achieved through these activities is not clearly understood.
- Women entrepreneurs continue to face challenges such as limited digital skills, financial constraints, and lack of family and institutional support.
- There is insufficient empirical evidence on how digital platforms influence the economic, social, and psychological empowerment of women running home-based businesses.
- Many women engaged in home-based digital businesses operate in the informal sector, resulting in limited access to government schemes, training programs, and financial assistance.
- Regional differences in internet connectivity and access to digital infrastructure further restrict the growth and sustainability of women-led home-based businesses.

SCOPE OF THE STUDY

The scope of this study is limited to understanding women empowerment through home-based businesses in the digital era. It focuses on the role of digital platforms in income generation, skill development, and economic independence of women entrepreneurs. The study covers women engaged in various home-based activities such as tailoring, online selling, home baking, and digital services. It also examines the challenges faced by women in using digital technology and the support received from family and government schemes. The findings of the study are intended to provide insights for policymakers, educators, and aspiring women entrepreneurs to promote sustainable digital home-based businesses

RESEARCH METHODOLOGY

SAMPLE SIZE

The sample size is determined based on factors such as time availability, accessibility of respondents, and the scope of the research. A suitable sample size ensures reliability and accuracy of the findings. For meaningful analysis, a sample size of 100 respondents (or as per your actual data) may be considered adequate.

STATISTICAL TOOLS FOR THE STUDY:

- Percentage Analysis
- Rank Analysis

LIMITATION OF THE STUDY

- The study on women empowerment The research may be restricted to a particular area or region, so findings cannot be generalized to other locations.
- The study is conducted within a limited time period, which may affect detailed data collection and analysis.
- Lack of sufficient funds may restrict extensive field visits and large-scale surveys.
- Some online business performance data may not be publicly available for analysis.
- The study does not cover women working in corporate or other sectors.
- Through home-based businesses in the digital era has certain limitations

REVIEW OF LITERATURE

Mehta (2018)¹

The research found that digital platforms increase sales and profits. Women feel empowered through earning income. Social media plays a crucial role in marketing. Challenges include lack of capital and digital knowledge. The study highlights the need for financial support.

Gupta (2019)²

The study found that digital platforms provide equal opportunities. Home-based businesses help women overcome social barriers. Women entrepreneurs contribute to economic development. Technical difficulties remain a challenge. The study recommends digital training programs.

Das (2020)³

The research denoted that online platforms increase customer reach. Home-based businesses improve women's self-confidence. Women gain financial security through entrepreneurship. Challenges include internet access issues. The study highlights the role of digital infrastructure.

DATA ANALYSIS AND INTERPRETATION**PERCENTAGE****TABLE SHOWING THE GENDER OF THE RESPONDENT**

S. NO	GENDER	NO OF RESPONDENT	PERCENTAGE
1	MALE	7	7
2	FEMALE	93	93
	TOTAL	100	100

INTERPRETATION:

Table 4.1 showing the respondents, 7% of the respondents are male and 93% of the respondents are female. Hence the majority of the responses are received from the female.

RANK ANALYSIS**TABLE SHOWING THE RANK THE FOLLOWING FACTORS THAT REFLECT WOMEN EMPOWERMENT THROUGH HOME BASED BUSINESS**

S. NO	FACTORS	1	2	3	4	5	TOTAL SCORE	RANK
1	DECISION MAKING POWER	14	5	2	3	1	103	I
2	SOCIAL RECOGNITION	6	12	3	3	1	94	II
3	SKILL DEVELOPMENT	7	8	5	2	3	89	III
4	SELF CONFIDENCE	6	8	5	3	3	86	IV
5	FINANCIAL INDEPENDENCE	8	5	4	3	5	83	V

INTERPRETATION

The ranking analysis shows that Decision Making Power in Family secured the first rank with the highest weighted score (103) and weighted average (4.12), indicating it is the most important factor of women empowerment. Social Recognition ranked second, followed by Skill Development in third place. Self Confidence Improvement and Financial Independence ranked fourth and fifth respectively. Thus, decision-making power in the family plays a key role in women empowerment among the respondents.

FINDINGS

1. The majority of the respondents are female (93%). This indicates that most of the responses in the study were received from women.

2. The majority finding shows that Decision Making Power in Family secured the first rank with the highest weighted score (103). This indicates that decision-making power is the most important factor of women empowerment among the respondents.

SUGGESTIONS

- Encourage balanced participation by including more male respondents, higher age groups, school-level, postgraduate students, and working professionals in future studies to obtain diverse perspectives.
- Strengthen skill development programs to improve entrepreneurial abilities, digital skills, and overall business growth among women.
- Promote balanced business development by supporting growth in various sectors such as food products, handmade products, digital services, handicrafts, and beauty services.

CONCLUSION

The overall analysis indicates that women empowerment through home-based business has positively influenced decision-making power, financial independence, self-confidence, and skill development. Among the factors, financial independence and decision-making power show stronger impact, while social recognition needs further improvement. Therefore, continuous support through skill training, financial assistance, and awareness programs can further enhance overall empowerment and ensure sustainable growth.

