



Social Media as a Catalyst for Women Entrepreneurship in the Journey Towards Viksit Bharat @2047

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Abstract

Viksit Bharat the vision 2047 is an inclusive, innovative, empowered, economy where women would be the centre of all business and national growth. In that extent, social media and particularly Instagram, Whatsapp business and Youtube have emerged as a powerful engine, which enables women to start, run and expand entrepreneurial enterprises with the minimal resources known to man. The specified study dwells upon the ways these platforms are changing the growth of women in businesses in terms of access to market, brand presence, customer interrelations, web networking, and financial independence.

Through the delivery of the visual storytelling products, influencer marketing channels, and an algorithm-based reach, which enhance brand identity, Instagram guides women entrepreneurs. WhatsApp Business supports micro-entrepreneurs by providing them with the chance to participate in the personal communication, sell via catalogs, provide real-time customer support, and grow their business via communities. Meanwhile, YouTube may serve as a proficiency training platform, content-based entrepreneurship, product advertisement, and placement of advertisement funds and alliances. It is also a combination of these platforms that reduces the barriers to entry of women with varying socioeconomic backgrounds to enter digital commerce.

The study finds that social media contains entrepreneurial confidence and enlarges local and global markets, informal learning and provides cost-efficient digital tools. However, such problems as digital illiteracy, cyber security, and algorithm addiction, not to mention the absence of financial resources, still exist. Despite these hitches, social media entrepreneurship is significant in gender-inclusive economic development as envisaged under Viksit Bharat.

INTRODUCTION

It is possible to regard women entrepreneurship as the driving force behind the narrative of the Indian economic transformation and more specifically the vision of Viksit Bharat @2047 that aims at inclusive development, innovation, and socio-economic empowerment. With the current inclination of the world to digitalization and the availability of the internet being a high accessibility factor, the social media sites have become facilitating factors to both urban and rural entrepreneurial participation by women. Compared to the traditional business environment requiring huge capital inflow and physical infrastructure to support, social media offers low-entry and high-reach opportunities so that women could convert their skills, creativity and informal knowledge into long-term business ventures.

Some of the platforms that have a unique power in defining the entrepreneurial growth of women are Instagram, WhatsApp Business, and YouTube. Instagram has several advantages regarding the visual branding which allows women to showcase products, connect with clients and collaborate with influencers. WhatsApp Business assists micro-enterprises to create direct communication, order management, and community using trusted networks. YouTube is assisting women to become content creators, teachers and marketers as an income source due to digital monetization.

The sites are helping to expand new markets and enhance self-esteem, financial autonomy, and social reputation of traditionally minority women in more established business sectors. The other thing that social media also undertakes is the first step towards business identity of most homemakers, freelancers, artisans and small-scale producers.

The move is also enhanced by the entry of digital payment system, cheap smart phones and government digital empowerment. As India moves towards the Viksit Bharat vision, there is the need to find out how social media can empower women entrepreneurs to be informed of the future policy directions and development pathways.

Literature review

1. Agrawal, B. (2021) — Growing small businesses run by women in India using social media.

The article by Agrawal (2021) presenting an empirical survey of Indian women micro-entrepreneurs offers some background information about the growing dependency on social media to run business. The paper indicates the high rate of smartphone adoption and this is particularly among women who are running home-based businesses or micro-enterprises. Social networks, such as Instagram, WhatsApp, and Facebook, are not only the tools of social interaction but business strategies. Women rely on them to promote products, interact with the customer, receive orders and organize hyperlocal deliveries. Agrawal posits that these platforms serve as online storefronts, which are priced cheaply and can be particularly helpful to women with no physical store real estate or mobility issues. This paper confirms that social media lowers entry barriers and provides a low-cost market access. Though, it lacks the analysis of long-term business growth metrics and platform-specific performance, which provides some areas to develop further studies.

2. Ahuja, E. (2022) — Women Empowerment in Social Media as an entrepreneur.

The case-study method used by Ahuja (2022) is aimed at exploring the empowering impact of social media on women entrepreneurs via increasing their visibility, personal branding, and market access. The paper highlights that Instagram can be used by women to demonstrate innovative products and establish brand image, whereas WhatsApp is more efficient in terms of operations management by providing direct communication with customers and a higher conversion rate. Ahuja points out how social media enables women to circumvent the traditional marketing medium and thus grow even when they have family commitments or little financial resources. The author concludes that social media helps to fill the gap existing between small-scale production and professional branding. Nonetheless, the research is descriptive and has not included a statistical evidence or analysis of scale.

3. IJCSIT (2021) Usage of Social Media Platforms in Entrepreneurship.

The quantitative research conducted by the IJCSIT (2021) examines the effect of various social media on perceived business sustainability by female micro-entrepreneurs. According to the results, WhatsApp is closely related to the continuity of business since entrepreneurs use its Business functions (labels, catalogs, automated messaging) to organize orders in a rigid structure. The research highlights the correlation of WhatsApp usage with business efficiency, retention of customers and reduction in the cost of operation. The study is among the few to measure the adoption patterns of women digitally, but it mostly uses self-reports as a form of perception, thus making it impossible to objectively measure its results, including actual sales or profit growth.

4. Rathore, N. (2024) — Digitalization of Women Entrepreneurship.

Rathore (2024) proposes a thematic analysis of the way digitalization transforms the entrepreneurial experience of women. The paper suggests a three-platform approach, including Instagram to gain visibility, WhatsApp to manage operations, and YouTube to acquire new skills and become a monetizer. Rathore claims that a combination of the above-mentioned platforms forms a full-scale digital ecosystem where women can learn, promote, sell, and earn with little investment. The article notes that women are the ones who will enjoy the convenience of the platform and lack of training and its ability to fit perfectly in home-based businesses. The idea behind the work by Rathore is strong and shows the synergy in the ecosystem, yet is not quantitatively checked.

5. Global Media Journal (2024) — Women Entrepreneurs in India with the help of Social Media.

The proposed mixed-method research will incorporate interviews and quantitative data in carrying out the study to assess the role of social media in empowering women in business. The evidence demonstrates that social media can penetrate the market, establish customer trust, and confidence in the entrepreneurship of women. It also outlines platform risks like harassment, privacy concerns and uncontrollable reach by the algorithm. These insights render the study interesting since they do not idealize digitizing but provide a balanced view of opportunities and risks. The authors propose policy measures, digital-literacy courses, and

cybersecurity measures to make digital entrepreneurship safe. The research is holistic but not very platform-specific analytics.

6. JETIR (2025) — Social Commerce in Women-Led Small Business Empowerment.

One of the most informative research on the topic of digital entrepreneurship by women is the JETIR (2025) study. It surveys 200 female entrepreneurs in Bangalore and examines how the features of the platform such as Instagram Shops, WhatsApp Business catalogs, and live selling directly affect customer retention and revenue growth. The results show that social features of commerce are positively and significantly associated with the growth of sales. Customers were using interactive features with women such as live demonstrations of products, resulting in more customer interaction. Nevertheless, they only applied the research to an urban and technology-filled population, which limits its extrapolation to rural India.

7. TIJER (2023) — The Digital Media Use of Young Female Entrepreneurs.

The article by the TIJER (2023) is focused on the analysis of the digital media consumption and usage patterns among the young women entrepreneurs. The research reports very high rates of Instagram usage, which can be viewed as the ease of visual communication in younger women and digital branding. YouTube is utilized as a learning resource mainly as a tutorial, business education and product presentation skills. WhatsApp is important in order processing and communication with the customers. The age-specific focus of the study is useful but not very exhaustive considering that older women entrepreneurs are not included in the study as they can be affected by different barriers and motivations.

8. EuroAsiaPub / IJRESS (2024) — Social Media and Women Entrepreneurship.

This is an empirical multi-city survey, which examines the role of various platforms in supporting women in various sectors. The study demonstrates that Instagram and YouTube would be the most effective platforms in visual or creative products, including handicrafts, fashion, beauty, and baking. In comparison, WhatsApp is more involved in services, home-cooking food enterprises, and perishable products because of the reliability of the network and responsiveness of the communication. Another area of the research that focuses on the use of UPI and digital payments as primary facilitators of digital entrepreneurship is also noteworthy. Nevertheless, being insightful, the research does not follow the business growth over time or compare the success of the platforms.

Literature Gaps

Lack of causal evidence: The majority of the studies include descriptive correlations or self-reported results; there is a lack of rigorous causal analyses (quasi-experimental, difference-in-differences, RCTs) on the adoption of platforms and the performance of a firm.

Objective business measures: Little research measures objective financial performance (sales, profits, retention, etc.), or long-term sustainability; the use of perceptions/self-reports is common.

Platform-specific ROI: Minimal research separates the effect that platform generates which outcome (Instagram = branding; WhatsApp = operations; YouTube = skills/monetization) has quantifiable effects.

Rural/socio-demographic heterogeneity: URB Urban, youth, or startup hub samples take over; Rural women: underrepresented; older age: underrepresented; lower-income group: underrepresented; marginalized castes/tribes: underrepresented.

Algorithmic risks and safety risks: Scant empirical research on harassment, platform algorithm bias, data privacy, and financial fraud of women entrepreneurs.

Interoperability & payment integration: Study does not provide breakdown analysis of the integration of UPI/digital payments and platform features (shops, catalogs) to influence conversion and cash-flow.

Comparative, longitudinal studies: There are not many longitudinal or comparative studies monitoring the development of businesses over a period of time across platforms.

.Objectives of the study

1. To investigate the use of Instagram, What's app Business and YouTube by female entrepreneurs in India.
2. To quantify the impact of each channel in relation to important business results (market penetration, sales, retention of customers, brand presence).
3. To examine platform-based business models (visual commerce, conversational commerce, content entrepreneurship).
4. To evaluate the impediments to successful social-media entrepreneurship (digital literacy, connectivity, harassment, payments).

Policy relevance of Viksit Bharat: To educate policies about raising women economic participation by digital entrepreneurship.

Actionable evidence: To offer quantifiable information on the most effective platforms on which women entrepreneurs can scale and earn income.

Inclusive growth: What rural and marginalized women can gain through social media, and what they require.

Risk mitigation: To record safety, privacy and platform-dependency risks and suggest protection.

Design of programs: To direct NGOs, incubators and government schemes on training, payment integration, and market access programs depending on platform use.

Academic value: To address the gaps in the causal, longitudinal and platform-specific evidence on the nature of women digital entrepreneurship in India.

Research Methodology

Social Media & Women Entrepreneurship.

1. Research Design

The research design adopted in the study is descriptive and analytical.

It is not an experimental study, but a secondary research, using published reports, articles, surveys, and media sources of data.

The design will chart the trends, criticize current discoveries and break down the position and perception of social-media-enabled women entrepreneurship in India.

2. Nature of Data

Quantitative data: the number of women who started the business with digital purposes; the share of digital tools usage (WhatsApp Business / Instagram / YouTube); business growth statistics after switching to the digital environment; distribution by urban and rural areas (Bharat) and small towns.

Qualitative data: case studies, thematic probing content analyses, narrative reports, journal articles, media reports about problems, empowerment, perceptions, and socio-cultural influences.

3. Sources of Data

The sources of secondary data gathered are:

Industry- platform publications and media (e.g., statistics on the digital adoption of businesses, the growth of female-led SMEs).

Thematic analysis and academic journal articles of women entrepreneurs using social media.

The surveys and general reports about social commerce, women entrepreneurial digital adoption, and the use of digital business tools.

4. Data Collection Method

Relevant keywords that have been identified (e.g., women entrepreneurs social media India, WhatsApp Business women India, digital tools SMEs India, social commerce women rural India).

Academic databases, news media, and industry reports, and informative surveys of the population in the public domain to identify recent trends in 2018-2025.

5. Analytical Framework

a) Trends Analysis

Monitor increase in women participation in the digital world: e.g., increase in the percentage of women in Bharat (Tier II/III/IV cities) taking up the use of digital business tools (smartphone + social media + payments) with time.

Examine growth of social-commerce applications: proportion of women with business through social media, proportion of women reporting income/scale growth, transition of offline to online/hybrid business model.

b) Critical Analysis

Consider the social media as a business tool: what platforms are the most popular (Instagram, WhatsApp Business, YouTube), what is the purpose of their use (marketing, communicating, order management, skill building).

Analyze structural barriers: digital illiteracy, smartphone/internet-access, urban-rural divide, unreliable network, socio-cultural limitations.

Limitations of the assessment: use of self-report data, minimal application of formal digital tools (only a minor per cent. report on using digital order-management or e-commerce entirely), and continuation of **offline sales**.

c) Role & Perception Analysis

Tap into survey and report data to get an idea of how women entrepreneurs view digital tools: what share of them think digitalization is the key, what are their priorities (marketing opportunities, convenience, flexibility).

Examine qualitative stories or case studies of how social media has helped them to start businesses, grow their brands, connect with customers and empower women entrepreneurs both in larger towns and in smaller towns/semi-urban/rural areas.

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