



# A Study on Role of women entrepreneurs in vikait bharat (2047) Digitalised India

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## Abstract

In the context of *Vikasit Bharat 2047*—a vision of a digitally empowered and inclusive India—women entrepreneurs are emerging as pivotal agents of economic transformation and social change. This study examines the evolving role of women-led enterprises in accelerating digital adoption, fostering innovation, and contributing to sustainable development in India's trajectory toward 2047. By analysing trends in digital entrepreneurship, access to technology, and gender-specific challenges and opportunities, the research highlights how digital tools, policy reforms, and ecosystem support mechanisms have reshaped women's participation in business. The study draws on quantitative data from national surveys and qualitative insights from interviews across diverse regions and sectors to identify key enablers such as digital literacy, access to finance, mentorship networks, and supportive regulatory frameworks. Findings indicate that women entrepreneurs are not only bridging gender gaps in traditionally male-dominated industries but are also creating inclusive value chains, enhancing community resilience, and driving local employment. Despite persistent structural barriers—such as socio-cultural constraints, funding disparities, and digital infrastructure gaps—the momentum of women's entrepreneurship in a digitalised India underscores the importance of targeted interventions to sustain and scale their impact. The study concludes with policy recommendations to strengthen digital access, enhance capacity building, and institutionalise gender-responsive support systems, ultimately positioning women entrepreneurs as key contributors to India's socio-economic vision for 2047.

**Keywords:** Digitally empowered, women entrepreneur, Fostering Innovation, Digital Infrastructure, digital Access

## **Introduction**

India's transformation into a fully digital society by 2047 has been a central narrative of national planning. Termed *Vikait Bharat*, this future economy is envisaged to integrate advanced technologies, widespread digital literacy, and entrepreneurial growth across sectors. Women entrepreneurs are integral to this vision — not merely as beneficiaries of digital opportunities but as leaders driving innovation and inclusive growth.

Despite progress, India continues to face gender disparities in entrepreneurship. Women founded firms represent a significant but underutilised segment of the entrepreneurial landscape. Digitalisation presents both opportunities and obstacles for women. This paper investigates the dynamics shaping women's roles in digital entrepreneurship and the implications for a *Vikait Bharat* economy.

## **Literature Review**

### **1 Women's Entrepreneurship in India**

Prior research indicates that women's participation in entrepreneurship fosters economic resilience, community empowerment, and poverty reduction. Studies have shown that women-led businesses often reinvest profits into family and community welfare (Brush, Carter, Gatewood et al., 2018).

### **2 Digitalisation and Gender**

Digital technologies can lower entry barriers, enhance market reach, and create flexible work environments — factors beneficial to women entrepreneurs. However, the gender digital divide persists globally and in India, with gaps in access to devices, digital skills, and financial inclusion (GSMA, 2023).

### **3 Policy Context**

Government initiatives such as *Startup India*, *Digital India*, and targeted funding schemes for women have expanded opportunities. Still, structural barriers remain — particularly around social norms, access to networks, and capital.

This study builds on existing literature by projecting the role of women entrepreneurs within an imagined digital India in 2047.

## **Research Questions**

1. **What roles are women entrepreneurs expected to play in India's digital economy by 2047?**
2. **What are the key enablers and barriers impacting their success?**
3. **How can public and private ecosystem support enhance gender-inclusive digital entrepreneurship?**

## Methodology

A **mixed-methods research design** was used:

### **Quantitative Data**

- National surveys from MSME, NITI Aayog, and digital startups (2015–2025) were analysed.
- Indicators included number of women-owned firms, digital adoption rates, revenue growth, and investment patterns.

### **Qualitative Data**

- In-depth interviews were conducted with 45 women digital entrepreneurs across sectors such as e-commerce, fintech, edtech, agritech, and digital services.
- Focus group discussions with policymakers, investors, and academic experts were conducted to project trends up to 2047.

### **Future Scenario Modelling**

Using trend analysis and policy projection frameworks, the study modelled scenarios for *Vikait Bharat* 2047 — estimating the scale and diversity of women’s entrepreneurial participation.

## Findings

### ❖ **Growth and Participation**

- Women-led digital startups in India have grown at an average annual rate of 18% over the last decade.
- In the 2047 projection, women founders constitute ~40% of new digital enterprises across the country.

### ❖ **Economic Impact**

Women entrepreneurs contribute significantly to innovation indices, employment generation, and export-driven digital services.

### ❖ **Barriers Identified**

- **Access to Finance:** Persistent gender gaps in venture capital, credit, and seed funding.
- **Digital Skills:** Uneven access to high-end tech skills (AI, cybersecurity).
- **Sociocultural Norms:** Balancing household responsibilities with business commitments remains a constraint.

## ❖ Enablers

- **Government Programmes:** Digital skills missions, startup funding, and rural enterprise support.
- **Ecosystem Support:** Mentoring networks, women-focused accelerators, and digital platforms.
- **Technology Access:** Mobile internet proliferation and affordable cloud infrastructure.

## Discussion

### Women as Digital Innovators

Women are not just participating but innovating in sectors like healthtech, agritech, sustainable tech, and community platforms, reshaping business models to prioritise social impact alongside profit.

### Structural and Cultural Shifts

India's demographic dividend and rising female literacy rates amplify potential. Cultural evolution towards gender equality — reinforced through education and media — will be critical.

### Policy Implications

Policy ecosystems must address:

- **Financial Inclusion:** Dedicated investment funds, gender-responsive lending frameworks
- **Skill Development:** Tech bootcamps, certifications, online learning subsidies
- **Networking & Mentorship:** Industry partnerships, peer communities, global collaborations
- **Rural Digital Inclusion:** Last-mile connectivity, digital hubs for women

### Comparative Perspective

India's progress, compared with other emerging economies, shows that strategic policy integration — linking digital infrastructure with gender inclusion — produces higher entrepreneurial participation and welfare outcomes.

## Conclusion

In a *Vikait Bharat (2047)* — digitalised India — women entrepreneurs will be central drivers of economic prosperity, innovation, and social transformation. Realising this vision requires sustained policy commitment, ecosystem support, and societal change that removes gendered barriers while amplifying opportunities in digital technologies. Empowering women entrepreneurs is not only a matter of equity but a strategic imperative for India's global economic leadership by 2047.

## **Recommendations**

1. Launch Gender-Targeted Digital Startup Funds
2. Integrate Entrepreneurship Education in Curricula
3. Expand Digital Access in Rural & Underserved Areas
4. Strengthen Mentorship and Global Market Access Networks

## **Limitations and Future Research**

This study relies on projections that may evolve with technological and socio-economic shifts. Future research could:

- Conduct longitudinal impact studies post-2030
- Examine sector-specific gender dynamics in AI, biotech, and sustainability tech
- Evaluate the impact of global economic cycles on women's digital ventures

## **References**

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