



"Empowering Homemakers: Small Investments, Big Dreams – Supporting Women Entrepreneurs"

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Abstract

Background/Objectives:

Homemaker entrepreneurship has emerged as a crucial pathway for financial independence and economic empowerment, enabling women to contribute to household income while managing domestic responsibilities. This study aims to analyze the key challenges homemakers face in starting and sustaining small businesses across various sectors, including food, education, entertainment, pharmaceuticals, and professional services. Additionally, it examines the impact of home-based businesses on financial stability and economic empowerment while providing recommendations for improving per capita income through entrepreneurial initiatives.

Methods/Statistical Analysis:

This study employs a comprehensive review method, analyzing approximately thirty academic and industry research papers on homemaker entrepreneurship and financial empowerment. The review process strengthens the existing literature by identifying common barriers and success factors across various studies. Key insights highlight financial constraints, limited training opportunities, restricted market access, and sociocultural challenges that influence the sustainability of homemaker-led businesses.



Findings:

The study reveals that homemaker entrepreneurs encounter challenges at both systemic and individual levels, with financial barriers, limited networking opportunities, and gender norms significantly affecting business sustainability. To address these issues, the paper proposes strategies such as structured induction programs, financial literacy training, mentorship opportunities, and improved access to microfinance. Furthermore, digital platforms, including e-commerce and social media marketing, play a vital role in expanding market reach and enhancing entrepreneurial success. The findings emphasize that a well-structured support system—comprising training, financial assistance, and policy interventions—can improve the sustainability of home-based businesses, ultimately fostering economic self-sufficiency. Policymakers and organizations can leverage these insights to design inclusive frameworks that promote homemaker entrepreneurship and contribute to national economic growth.

Applications/Improvements:

This study provides actionable recommendations for stakeholders, including financial institutions, policymakers, and social organizations, to implement targeted support mechanisms. By fostering structured engagement programs, enhancing digital literacy, and increasing access to entrepreneurial resources, homemakers can navigate business challenges more effectively, leading to greater financial independence and productivity. Future research can explore the long-term impact of entrepreneurship programs and policy interventions on homemaker-led business sustainability and economic development.

Keywords: Homemaker entrepreneurship, financial independence, small business challenges, economic empowerment, home-based businesses, skill development, microfinance, digital marketing, policy support.

Introduction

Over the course of her life, a woman takes on the roles of mother, sister, wife, and daughter, each of which embodies stories of love, care, hardship, inspiration, sacrifice, and achievement. As the backbone of both domestic well-being and larger societal advancement, women are essential in determining the emotional, social, and financial stability of their families. A balanced society benefits from a strong family structure, as each person's growth frequently



reflects the impact of women in the home. Without women's active participation, economic advancement—whether at the home or national level—remains incomplete. "No struggle can ever succeed without women's participation, and no nation can rise to the height of glory unless your women are side by side with you," as Quaid-e-Azam Muhammad Ali Jinnah so eloquently put it.

Being a housewife is the most difficult job somebody can have. A sizable but frequently disregarded portion of India's working force consists of homemakers who work nonstop without receiving official compensation. Despite their invaluable contributions to family support and Kapoor & Singh, 2023, homemaking is still not taken into account by economic measures (Baishya, C. 2022; Kapoor & Singh, 2023). Many homemakers experience financial dependency despite their vital role, which can result in financial vulnerability and, in certain situations, domestic abuse (Vidhusha, 2021; Mehra & Gupta, 2021). Established in 1972 in Italy, the International Wages for Housework campaign aimed to draw attention to the economic worth of domestic work and its relationship to larger capitalist systems. This movement spread throughout America and Britain over time, politicizing the everyday hardships faced by stay-at-home moms, especially with regard to childcare and unpaid domestic work. Many housewives have resorted to entrepreneurship as a way to overcome these obstacles and become financially independent and empowered. Home-based enterprises have become more popular in a number of industries, such as professional services, education, entertainment, food, and medicines. Notwithstanding the possible advantages, homemaker entrepreneurs face a number of difficulties, including limited funding, restricted market access, a lack of expertise, and sociocultural hurdles. Structured support networks, such as mentorship programs, skill development initiatives, and microfinance access, are necessary to overcome these challenges.

India's swift transition to a digital economy has further changed the landscape of business opportunities. Online platforms have become increasingly essential to corporate operations after the demonetization of the Indian rupee in 2016. In Stranan's (2020) definition, digitization is "the use of digital technologies and digital data to determine how work is done, how people connect, and how new digital revenue streams are created." With features like Google Translate, audio support, and user-friendly interfaces, social media sites like Google, Instagram, Facebook, and YouTube have completely changed accessibility (Rha & Lee, 2022; Sharma & Yadav, 2024). Smartphones with built-in apps have made banking, communication, and

marketing even easier, giving stay-at-home moms the means to reach a wider audience as



entrepreneurs.

Objectives of the Study

1. To analyze the key challenges faced by homemakers in starting and sustaining small businesses, including financial, social, and operational barriers.
2. To examine the impact of home-based businesses on financial independence and economic empowerment, and to provide recommendations for improving per capita income through entrepreneurial initiatives.

By addressing these objectives, this study aims to provide insights into the factors influencing homemaker entrepreneurship and offer recommendations for fostering sustainable business models that enhance women's economic empowerment.

2. Review of Literature

1. Concept of Homemaker Entrepreneurship The internationalization of female-owned businesses has been highlighted over the past 20 years by the convergence of women's growing entrepreneurship and small business owners seeking cross-border opportunities (Arenius and Minniti, 2005; Carter et al., 2003; García and Capitán, 2016; Madsen and Servais, 1997). In order to mitigate risks and assist new ventures in overcoming the liabilities of size, newness, and foreignness, the literature highlights how networks make it easier to enter foreign markets by giving access to crucial opportunities, knowledge, and resources (Brush et al., 2009; Johanson and Mattsson, 2015; McClelland et al., 2005).

Reliance on networks does have disadvantages, though, especially if they are too exclusive or involve close relationships with close colleagues, which can result in missed opportunities and poor decisions because of redundant information or overconfidence (Krämer et al., 2021; Musteen et al., 2014b). This demonstrates how networks may both facilitate and perhaps impede the expansion of global businesses. Understanding the connection between networking and the globalization of female entrepreneurship will help advance economic growth that is inclusive of all genders (Anggadwita and Indarti, 2023). According to Marlow and McAdam (2013), networking gives female entrepreneurs access to contacts, resources, and mentorship that are essential for international markets.



2. Rise of Home-Based Businesses Although home-based enterprises have existed for a long time, their popularity has grown in the wake of the recent pandemic. After losing their employment, many people looked for other sources of income and started home-based businesses. Such firms have benefited greatly from social media's assistance with marketing, advertising, and consumer relations (Kumar & Ayedee, 2018; Harun et al., 2021). According to Mangold and Faulds (2009), platforms such as Instagram, Facebook, and WhatsApp have made a substantial contribution to increasing visibility and reaching a larger audience.

3. Entrepreneurial Mindset Among Homemakers The ability to recognize opportunities, take calculated risks, and innovate is referred to as having an entrepreneurial mindset. Despite economic uncertainty, women-led enterprises, especially those started by stay-at-home moms, demonstrate tenacity and inventiveness. According to studies, women are more likely to work for themselves when they possess qualities including performance, business acumen, and an entrepreneurial mindset.

4. Challenges Faced by Homemaker Entrepreneurs Numerous obstacles face women entrepreneurs in underdeveloped nations, such as sociocultural norms, financial limitations, a lack of education and skills, and a lack of networking possibilities (Kogut & Mejri, 2022). Their development is further hampered by political, legal, and infrastructure barriers (Rahman et al., 2022). Other hurdles include work-family conflict, time management issues, lack of access to financing, and gender bias in business contexts (Quagraine et al., 2020; Bovin, 2019).

5. Work-Life Balance in Entrepreneurship For homemaker entrepreneurs, work-life balance is still a crucial concern. Taking care of household chores and work obligations at the same time causes stress and hinders company expansion. Research shows that women can better balance their personal and professional lives with flexible work schedules and support networks (Garg & Rijst, 2015; Gupta & Virwani, 2020).

6. Skill Development for Homemakers The secret to boosting female entrepreneurs is skill development. Because of the type of work available to women in India, skilling women is more difficult than skilling males. According to Kumar (2022a), the majority of women have low-skilled, low-paying occupations with limited job security. According to Ramakrishna and Sudhakar (2015), skill development increases women's engagement in the workforce by bridging the gap between job searchers and employment prospects.



7. Role of Digital Transformation in Homemaker Entrepreneurship Homemakers now find it simpler to launch online firms thanks to the transformation of small businesses brought about by digital entrepreneurship. Digital payments, online business models, and e-commerce platforms save operating expenses and increase accessibility. Women are becoming more financially empowered and able to grow their enterprises as a result of the growing use of digital financial services (Demirguc-Kunt et al., 2015, 2018; GPFI, 2020a).

8. Social Media Marketing and Digital Business Models Social media marketing is essential for improving consumer involvement and brand awareness. Effective product promotion is made possible for female entrepreneurs by platforms like Facebook, Instagram, and TikTok. Research indicates that digital marketing tactics have a big impact on client retention and business growth (Mangold & Faulds, 2010).

9. Work-from-Home Economy and Women Entrepreneurs Employment structures around the world have changed as a result of the work-from-home (WFH) economy. The COVID-19 epidemic hastened the adoption of WFH, which first gained traction in the 1980s. Using flexible workplaces, many stay-at-home moms discovered chances in remote business management and teleworking (Garg & Rijst, 2015; Babar, 2018; Gupta & Virwani, 2020; Gusain, 2020).

10. Women in Tech Entrepreneurship The relevance of women in tech entrepreneurship has been highlighted by the economy's shift towards knowledge and technology-based firms (Best et al., 2016; Chandan, 2015; Duderstadt et al., 2005). Entrepreneurship in the technology sector has substantial chances for economic expansion, innovation, and job development. However, regulations that encourage women's engagement are necessary because gender inequities still exist in tech sectors (Henwood, 2000).

The study's most commonly used terms are displayed in a word cloud in Figure 1, emphasizing important themes and ideas. Each word's size corresponds to its prominence, giving the main ideas of the study a visual representation.



Figure 1. Word cloud



3. Discussion

There is no one model that can be used to define the sustainability of homemaker entrepreneurship; instead, it is shaped by a variety of interrelated possibilities and difficulties. The study's conclusions demonstrate that homemakers encounter several obstacles while starting and maintaining small enterprises, such as lack of funds, restricted access to resources, societal norms, and deficiencies in digital literacy. A diversified strategy that improves market accessibility, business savvy, and financial resilience is needed to address these issues. Mentorship programs, skill development seminars, financial literacy training, and organized induction programs are crucial for assisting budding homemaker entrepreneurs. These interventions promote confidence in business operations while assisting them in navigating price strategies, client interaction tactics, and market dynamics.

Providing access to microfinance, government-backed loans, and business grants can reduce entry barriers and improve financial stability, allowing homemakers to transition from financial dependency to self-sufficiency. Access to e-commerce outlets, networking possibilities, training in digital marketing, and ongoing learning opportunities are all essential for current homemaker entrepreneurs looking to grow their businesses. Their economic empowerment can be increased by fortifying their financial independence through organized investment programs and joint enterprises. company sustainability is further enhanced by peer support groups, leadership development, and community-driven company models. Additionally, the study discovered that home-based enterprises play a major role in promoting economic empowerment and financial independence. However, because to a lack of networking opportunities, gender prejudices, and insufficient exposure to technology, homemakers who operate in highly



competitive or controlled environments—especially in industries like home-based food services, crafts, and wellness— frequently confront sustainability issues. Entrepreneurial outcomes can be enhanced by addressing these issues through focused policy interventions, business-friendly legislation, and strategic partnerships with leading industry players.

It is impossible to undervalue the importance of mentoring and leadership in creating a long-lasting business ecosystem. Collaborative business ecosystems, community-driven projects, and robust support networks assist homemakers in navigating the challenges of running a business. According to research, a lack of access to capital, digital technologies, and market integration has a detrimental effect on entrepreneurial motivation and raises the likelihood that a business would fail. Thus, long-term plans that prioritize skill development, financial empowerment, and inclusive economic policies are essential for maintaining home-based enterprises and raising per capita income through entrepreneurship.

4. Conclusion

This study emphasizes how important housewife entrepreneurship is for promoting economic growth and financial independence. However, long-term, strategic support is needed to sustain home-based enterprises, not just temporary fixes. Policymakers and organizations must concentrate on offering funding, mentorship, digital literacy programs, and organized company development initiatives in order to guarantee their success. Broader socioeconomic advancement can be fueled by establishing an entrepreneurial ecosystem that encourages inclusion and values the contributions of stay-at-home moms. The results also demonstrate how digital technology is revolutionizing the opportunity for homemakers to start their own businesses. They may reach a wider audience and streamline operations with the help of e-commerce platforms, digital payment systems, and social media marketing. Entrepreneurial growth can be further accelerated by promoting digital adoption through focused training initiatives. Future studies should examine how financial institutions assist homemaker-led firms, the long-term impacts of entrepreneurship initiatives, and the efficiency of policy-driven interventions in boosting economic participation. Homemakers can make a significant contribution to household income, economic stability, and national development by funding inclusive and sustainable entrepreneurial ecosystems.

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