

Flourishing Entrepreneurs on Digital Platforms: Women's of Atmanirbhar Bharat

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ABSTRACT

The growing resemblance of individuals who create a new business, by absorbing most of the exposure to danger, in the operation of positioning a brand-new business, time and again seen as the pioneer, as a birthplace of new ideas, projects, plans, commodities, services and businesses showcases boom of women entrepreneur who are scene as administrating on digital platforms. The astounding entry of "Atmanirbhar Bharat" the hunk of economic vision popularized by The Prime Minister Narendra Modi and the Government of India functioned as savior for self-reliant women to contribute to self-reliant nation. This study involves exploring and understands the impact of digital platforms on business transformation and the significance of these platforms on women entrepreneurship. To explore the impact of social media business that upscales local business to global level and to analyse the challenges and benefits involved in digital business operating model. Study is descriptive in nature, conducted on 102 women entrepreneurs on digital platform. The study has shown a significant impact of social media platforms on women entrepreneurs, thereby making them Atmanirbhar and aiding to Digital India as well local to Global campaign of the country.

Keywords: Atmanirbhar, Women Entrepreneur, Digital India, Local to Global etc.

I INTRODUCTION

As said by Indira Gandhi,

"To be liberated, woman must feel free to be herself, not in rivalry to man but in the context of her own capacity and her personality."

Being a woman in India has always been course to many adjustments over the term of ancient Indian history. In historic Indian society women were always considered to be inferior to men. Since they were expected to stay indoors, performing daily home chores, upbringing the kids and taking care of the elderly. The overall condition of the women in the Indian society earlier was weak and vulnerable. Not just these conditions Indian women has witnessed humungous crime in various forms such as Acid attacks, child marriage, domestic violence, dowry, female infanticide, rape, etc.

But women being the most powerful and assertive, yet kind have never stopped to set examples to all the other women of the nation and empower them with their remarkable contribution to the society. Mother Teresa, Indira Gandhi, Kalpana Chawla, Anand Gopal Joshi, Justice Anna Candy, Sania Mirza, Jhulan Goswami, countless women figures have brought a revolutionary change in each sphere may it be social, political, cultural, sport, medical, religious, etc. These personalities have continuously strived to success even when the society thought that such things could never be achieved by them. Additional to the skills and abilities that they possess, they have efficiently managed to spread awareness to strive for their goals even in the times of adversity believing they may encounter along the way.

Women has always stood and marked their footprints while being successful in every sphere of lives and so they came forward in the role of Entrepreneur. When women are at leading edge of entrepreneurship, innovation is embellished; productivity upsurges and the economy develop.

The rise of Women Entrepreneurs is the beginning of new age. As compared to history of women entrepreneurship, it was distinct from what is now. Prior to 20th century women were not given any consideration in business industry. Earlier, the term 'entrepreneur' was not even considered for women, but with change in technology, industrialization, globalization, and societal norms along with spreading awareness impacted the shift of women towards success and to the higher- ranking professions. In the present times women's have crossed all the obstacles on their way and have risen in all the spheres of life, may it be home or at work flourishingly to prove that they are equal contributors in the business field too.

Digitalization has been the boom for the economy of India over last few years. It has raised as the second-fastest digital adapter amidst seventeen other leading digital economies. "Digital India" program was launched in the year 2015 in the country and till date, there have been momentous advancement in digital infrastructure, digital platforms for all the public services and financial sustenance to the nation and renovating and awareness of digital apprehension and literacy. Digital India program had 3 core components namely: **the developments of secure and stable infrastructure, delivering digitally and ensuring universal digital living.**

Digital India is an elaborated concept to call out for all the services of the country on digital platforms and digitally enabled services. With the vision of ensuring universal digital living, Social Media platforms are performing a significant role in this arena. Social Media platforms are third party website or applications that promotes social relations, content sharing amid the community of users that does not disclose the material quantity of content that it has been developed individually or licensed from third party that are not the users.

World's population is now using some or the other form of social media. Nearly every person in the world has his or her presence on social media platforms. Hence it is very accessible and effortless to start a business on digital platforms and influence or reach out to target consumers. Few of the social media platforms are Instagram, Facebook, WhatsApp, Pinterest, Twitter and many more. These digital platforms have tons of features and niches; hence it is very smooth in creating its own social media mix to aim the target customers. Establishing a business on digital platforms have numerous benefits such as: Increased Brand Awareness, Humanizing Brand, stay top on Mind, Effortless lead generation, Boost Sales, Promotes Content, Partner with influencers, go viral, no infrastructure cost, reputation management, customer and audience engagement, great work life balance, efficient customer support, retargeting and many more.

Hence, number of women entrepreneurs that are parading in the limelight, utilizing the benefits of digital platforms, and developing their home-grown business to next level. Much of this development is credited to social media platforms. For women entrepreneurs the benefits of social media platforms bifold. The work from home model and no infrastructural cost are two significant determinants since virtual market placed has become the benchmark for both business and consumers.

Amid the Covid-19 pandemic, where the entire world was on lockdown for months, the importance of digital infrastructure, Internet came to the forefront. Over the night, dependency on digital platforms across the industries grew multifold. India has formerly made a long swing in digital adoption, as cumulative number of internet users in India outshines the number of internet users in other developed countries. The events of 2020 have proved the shift of large-scale remote working and work from home utilizing digital infrastructure as feasible and productive.

Atmanirbhar Bharat Abhiyaan or **Self-reliant India** campaign is the vision of new India conceptualized by the Hon'ble Prime Minister Shri Narendra Modi. On 12 May 2020, Prime Minister raised an inspiring call to the nation giving a new start to the Atmanirbhar Bharat Abhiyaan also called as Self-reliant India campaign and

announced the Special economic and overall package of INR 20 lakh crores - equivalent to 10% of India's GDP – to fight COVID-19 pandemic in India. The aim of the campaign is making the country and its citizens independent and self-reliant in all senses. With Prime Minister Narendra Modi's announcement on Atmanirbhar Bharat Ms. Neha Bagaria, Founder, CEO, Jobs for Her stated that "The government's emphasis on creating an Atma Nirbhar Bharat is synonymous with ensuring that our women are also Atma nirbhar, which can come with their financial independence".

The declaration of Atmanirbhar campaign has been a boosting agent to all the women's establishing and running their business on digital platforms, being pillars of Digital India and Atmanirbhar Women. Aforementioned, on the basis of the glorious work that women of the nation are performing as entrepreneurs are absolutely Atmanirbhar, adding flavors to the Self-Reliant India Campaign.

II LITERATURE REVIEW

- Aditya Prasad Sahoo (2021), "Globalization to Go-Localization-An Agenda for Rejuvenation of the Indian Economy". The aim of the study was to showcase the necessity of localization of the Indian economy to make it structured, aggressive, and sustainably powerful to clench planned economic advantages of the world. It was found from significance must be laid on the effective production and yielding profits, the ultimate objective of the economy with capitalist organization movement from global level that is expanding as wider as possible.
- Akhila Pai H. (2018), "Digital Startups and Women Entrepreneurship: A Study on Status of Women Entrepreneurs in India". This research explores the determinants that motivate women to initiate digital startups, find out the thriving women entrepreneurs of digital startups in India and closely analyze the problems faced by women in the digital hawk. The secondary data-based study results have shown that with digitally enabled country, the involvement of women in entrepreneurship is growing fundamentally. With the idea of Digital India, it has greatly helped the women of the country to balance their personal lives along with shaping their careers and maintaining balances with responsibilities as well.

- B.V.D.S Sai Pavan Kumar, Prof Krishna Mohan, Dr. P. Prasada Rao (2021), “AtmaNirbhar Bharath – A Boost to Made in India Products”. This research work was to recognize the desires of the customers and elements affecting the same while selecting between foreign products or domestically manufactured products. This descriptive research has concluded that customers have tendency to choose foreign products over domestic products due to superior quality goods. It was observed that quality was the most crucial determinant that impacted the buying decision of the customer.
- CMA Dr. Ashok Panigrahi, Prof. Manish Pitke, Dr. Vijay D. Joshi (2020), “Vision Of “Atma Nirbhar Bharat” Role and Significance of MSME”. The aim of the study was to understand the changing role of MSMEs in creating India ‘Atmanirbhar’. It focuses on few measures that need to be considered by government to uplift MSMEs in creating India as ‘Atmanirbhar Bharat’ practically achievable. The study was based on secondary data. Findings of the research have shown that well defined structure is essential to incorporate MSMEs in creating ‘Atmanirbhar Bharat’ a reality. It is suggested government must take initial steps to know more about the strengths and uplift the industry. Furthermore, it proposed to start with Agro-based MSMEs, being the strongest pillar for Indian employment generating sector. Secondly, Healthcare sector will generate wide range of goods and services to offer.
- Dr. Ajay Massand, M.K. Lodi, Dr. Lubna Ambreen (2020), “Atmanirbhar Bharat: Economic, Legal, And Social Aspects”. The aim of was to comprehend the term Atmanirbhar Bharat and consider it in terms of liquidity, legal and social aspects in India. Study was based on descriptive and empirical research utilizing multidisciplinary content analysis established from the policy announcement. It has been concluded from the study that despite of various steps has been set forth as Atmanirbhar Bharat but still there lies enough horizon for RBI and Government of India to make India as Atmanirbhar Bharat. It has also been mentioned that India needs hostile changes from both labor as well as from land part to accomplish the simplicity of performing business in India.
- Dr. Harish K. Dubey, Dr. Smita Dubey (2020), “Atmanirbhar Bharat Abhiyan: An Analytical Review”. The aim of the study was to concentrate on the sectors and areas that have possibilities to attain self-sustenance in coming times. It also focuses to explore the hindrances and give proposal to avail the existing resources to becoming the worldwide suppliers. It was concluded from the study that India as a country has immense potential, capability, and talented resources to accomplish the goal of being a self-reliant country, if the laws and funds are correctly allocated by the government. Additionally, it was also observed that not just the urban but also rural sector has enough of capacity and capability. It must take care that government takes all necessary steps to boom the potential. Furthermore, it also the responsively of the customers to focus on buying domestically produced goods than foreign goods.
- Jyoti Sharma (2016), “Digital India and Its Impact on the Society”. The objective of the study was to recognize the meaning and goals of Digital India and explore the strengths and an initiative of Digital India and what influence does it has on the country. It was concluded from the study that digitally linked country will prove in enhancing the social and economic condition of the citizens by easy access to education, health and financial services. While it must be noted that only Information and Communications Technology will not take to pathway of development of the country. The comprehensive growth and development of the nation also relies on assisting other determinants like literacy, infrastructure, business environment, regulatory environment.
- Prof. Mahesh kumar Shankar Kedar (2015), “Digital India New way of Innovating India Digitally”. The objective of the study was to understand and explore the essence of innovation of Digital India. Study has summarized that idea of making Digital India is innovative and technical. India being a developing nation and being a global leader in varied sectors. To extend all the services to all the citizens of the country digitally.
- Subhash Sharma (2020), “Viswa Vision for Atmanirbhar Bharat” aims to represent the idea of Viswa Vision to make India Viswa Guru, Viswanath and Viswajeet through Atmanirbhar Bharat. It was proposed that this idea can be for real by depending on natural strategic advantage and the acquired strategic advantage which the country has gained in

recent times. The study has emphasized on development of STEPS Model for Atmanirbhar Bharat. The objective of Sacro civic society can be achieved by STEPS development model. STEPS stand for following aspects of development. S: Social T: Technological E: Economic P: Political S: Spiritual. The STEPS development model is called model of “Panchmukhi Vikas”, fivefold development by highlighting the five aspects of development STEPS. The study suggests that for comprehensive development of the country and the world, there is a need to expand the scope of development process by outgrowing beyond the existing models of development. The STEPS development model is a pathway to an “Ideal State”, where there will be stability between all the elements of development, guiding to foundation of “Sacro-civic” society.

- Ziauddin Merza (2019), “The Role and Importance of Social Media on Women Entrepreneurship”. The objective of the study was to understand the part and significance of social media on women entrepreneurship and to analyze the influence of social media on contentment of women entrepreneurs. The study was based on collection of primary data as well as analyzing secondary data. The results have shown that it has powerful impact on all the other women of the society too, showing them the way to overcome their incompetence and how to best utilize their skills which in turn boost the confidence of all the women of the society.

III RESEARCH GAP

After the extensive analysis of Literature Review, the paper showcases the influence of digital platforms on women entrepreneurs and aid of digital platforms in uplifting local business to global level. The paper

- **Age**

	Age Group	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-28	22	21.6	21.6	21.6
	29-39	72	70.6	70.6	92.2
	40-50	8	7.8	7.8	100
	Total	102	100	100	

attempts to analyse the role of age and vintage of business on digital platforms by women entrepreneurs.

(a) Objectives

(b) Research Design

- To study the impact and significance of digital platforms on women entrepreneurship and upscaling business from local to global level.
- To understand the significance of age and vintage of business on digital platforms by women entrepreneurs

(c) Research Approach and Method - The present research is based on descriptive Approach. The type of research is empirical and research design is descriptive in nature which cross- sectional. For collecting primary data, online survey method was used as observing the women entrepreneurs on digital platforms. A well- structured questionnaire was prepared based on attitudinal scale (strongly agree, agree, neither agree nor disagree, disagree, strongly disagree). Convenience sampling technique was used to collect the data. Sample size was of 150 participants while data was collected from 102 respondents.

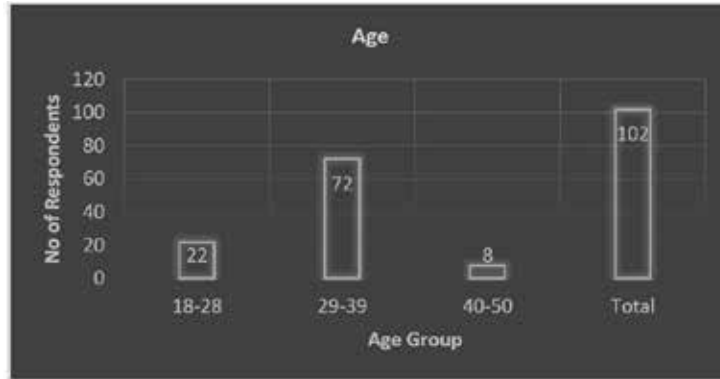
Further to check the significance of age and vintage of business on digital platforms by women entrepreneurs. Below mentioned hypothesis was developed:

H0= There is no significant difference in the impact of digital platforms on business transformation based on Age.

H0= There is no significant difference of in the impact of digital platforms on business transformation based on years of operating business.

(d) Data Analysis Method: One Way ANOVA

(e) Data Analysis & Interpretation Primary Data is collected with the help of semi structured questionnaire which focuses to understand the impact and role of social media/digital platforms in establishing and functioning business online by women entrepreneurs. Secondary Data was collected from various websites and articles.



As the graph shows out of total, majority of the respondents were from the age-group of 29-39, followed by this, 22 from 18-28 and rest 8 from 40-50.

• **Operating Business Since**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2012	4	3.9	3.9	3.9
	2013	2	2	2	5.9
	2014	8	7.8	7.8	13.7
	2015	2	2	2	15.7
	2016	12	11.8	11.8	27.5
	2017	16	15.7	15.7	43.1
	2018	24	23.5	23.5	66.7
	2019	4	3.9	3.9	70.6
	2020	14	13.7	13.7	84.3
	2021	16	15.7	15.7	100
	Total	102	100	100	

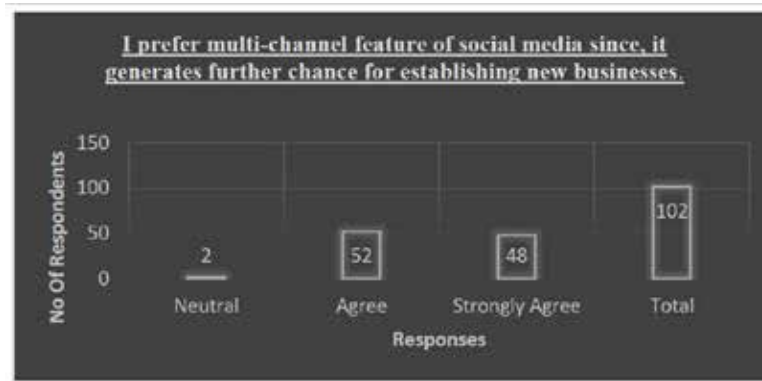


As the graph shows out of total respondents, majority of the respondents i.e., 24 respondents have started their business in the year 2018, 16 respondents in 2017 and

2021, 14 respondents in the year 2020, 12 respondents in the year 2016, 8 in the year 2014, 4 in the year 2013 and 2019, and 2 in the year 2013 and 2015.

- Multi-Channel Aspect of social media Enables To Anticipate Big About Business And Grow Multifold

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	6	5.9	5.9	5.9
	Agree	46	45.1	45.1	51
	Strongly Agree	50	49	49	100
	Total	102	100	100	

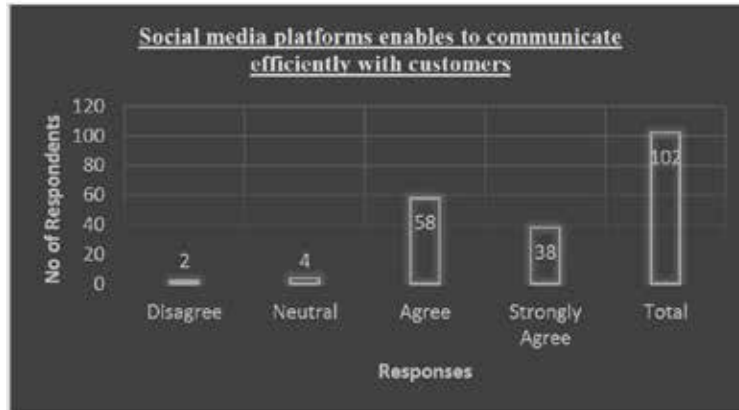


As the graph shows out of total respondents, majority of the respondents i.e., 50 and 46 respondents were strongly agreed and agreed with the fact that multi-channel strategy of social media helps me to think big about my business and grow fast whilst 6 respondents were not even clear. As most of the respondents feel strongly agree and agree which shows that there is a positive

impact of social media platforms on business transformation which is ultimately helping local business to upscale at global level.

- I Prefer Multi-Channel Feature Of Social Media Since, It Generates Further Chance For Establishing New Businesses.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	2	2	2
	Agree	52	51	51	52.9
	Strongly Agree	48	47.1	47.1	100
	Total	102	100	100	

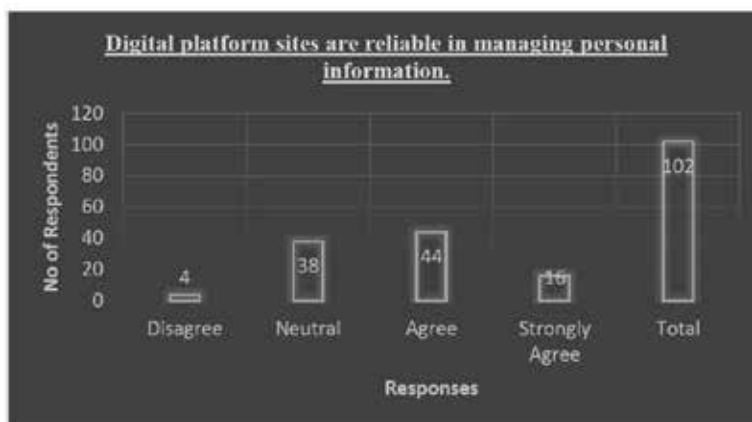


As the graph shows out of total respondents, majority of the respondents i.e., 52 and 48 respondents were agreed and strongly agreed with the fact that I like multi-channel aspect of social media because, it creates more opportunity for new started businesses whilst 2 respondents were not even clear. As most of the

respondents found to be agree and strongly agree shows that the social media or digital platform has created multiple opportunities for the women to start new business easily.

- Social Media Platforms Enables To Communicate Efficiently With Customers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	2	2	2
	Neutral	4	3.9	3.9	5.9
	Agree	58	56.9	56.9	62.7
	Strongly Agree	38	37.3	37.3	100
	Total	102	100	100	

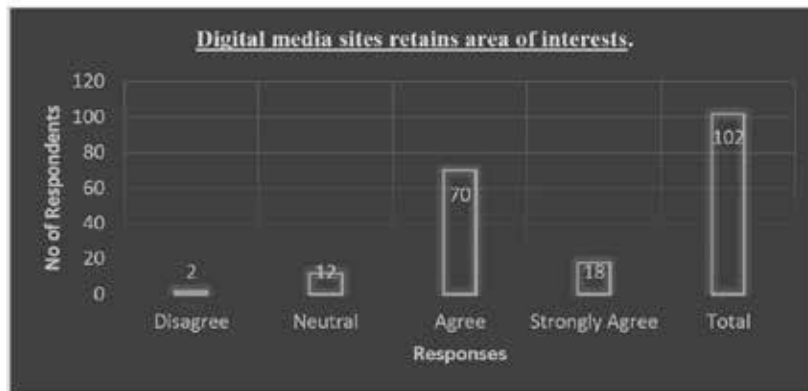


As the graph shows out of total respondents, majority of the respondents i.e., 58 and 38 respondents were agreed and strongly agreed with the fact that social media help to interact effectively with users whilst 4 respondents were not even clear and rest 2 were

disagreed with the same fact. It has been found that social media has come out to be very helpful for women entrepreneurs to communicate with their customers easily.

- Digital Platform Sites Are Reliable in Managing Personal Information.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	3.9	3.9	3.9
	Neutral	38	37.3	37.3	41.2
	Agree	44	43.1	43.1	84.3
	Strongly Agree	16	15.7	15.7	100
	Total	102	100	100	

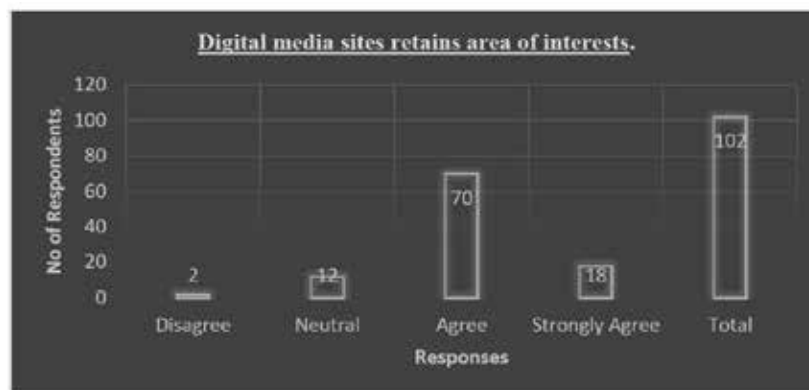


As the graph shows out of total respondents, majority of the respondents i.e., 44 and 16 respondents were agreed and strongly agreed with the fact that social media sites are trustworthy in handling my information whilst 38 respondents were not clear and rest 4 were

disagreed with the same fact. As majority of the respondents were agreeing with the trustworthiness of social media in handling their information, it can be said that the women are trusting digital platforms for their business.

- Digital Media Sites Retains Area Of Interests.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	2	2	2
	Neutral	12	11.8	11.8	13.7
	Agree	70	68.6	68.6	82.4
	Strongly Agree	18	17.6	17.6	100
	Total	102	100	100	

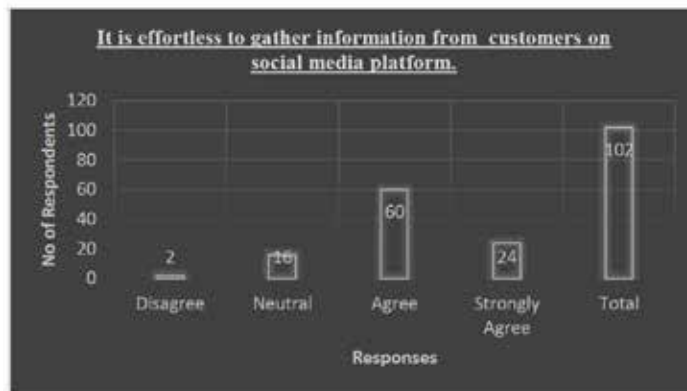


As the graph shows that out of total respondents, majority of the respondents i.e., 70 and 18 respondents were agreed and strongly agreed with the fact that social media sites

would keep my best interests whilst 12 respondents were not clear and rest 2 were disagreed with the same fact.

- It Is Effortless To Gather Information From Customers On Social Media Platform.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	2	2	2
	Neutral	16	15.7	15.7	17.6
	Agree	60	58.8	58.8	76.5
	Strongly Agree	24	23.5	23.5	100
	Total	102	100	100	



As the graph shows out of total respondents, majority of the respondents i.e., 60 and 24 respondents were agreed and strongly agreed with the fact that it is easy for me to seek information from my customers on social media whilst 16 respondents were not clear and rest 2 were

disagreed with the same fact. It can be said from the above statement that the women found digital platform easy to seek information from their customers from social media which shows that social media have a great significance.

- Social Media Platforms Is Easiest to Use And Link With Network.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	4	3.9	3.9	3.9
	Agree	56	54.9	54.9	58.8
	Strongly Agree	42	41.2	41.2	100
	Total	102	100	100	



As the graph shows out of total respondents, majority of the respondents i.e., 56 and 42 respondents were agreed and strongly agreed with the fact that social media make it easy for me to operate and connect with my network whilst 4 respondents were not clear. It has been found

that women found social media easy to operate and to connect with their customers.

- Via Social Media Platforms It Is Effortless to Gather Customer Feedback.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	5.9	5.9	5.9
	Neutral	20	19.6	19.6	25.5
	Agree	52	51	51	76.5
	Strongly Agree	24	23.5	23.5	100
	Total	102	100	100	

As the graph shows out of total respondents participated in the study, majority of the respondents i.e., 52 and 24 respondents were agreed and strongly agreed with the fact that through social media it is easy to get users feedback whilst 6 respondents and rest 6 were disagreed with the same fact. Since it is easier to get users feedback through the same platform which

provides them a good sense of making innovation in their businesswomen entrepreneurs prefer digital platforms.

- Accessibility To social media Accounts Each Time Connected To Network.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	2	2	2
	Neutral	2	2	2	3.9
	Agree	54	52.9	52.9	56.9
	Strongly Agree	44	43.1	43.1	100
	Total	102	100	100	

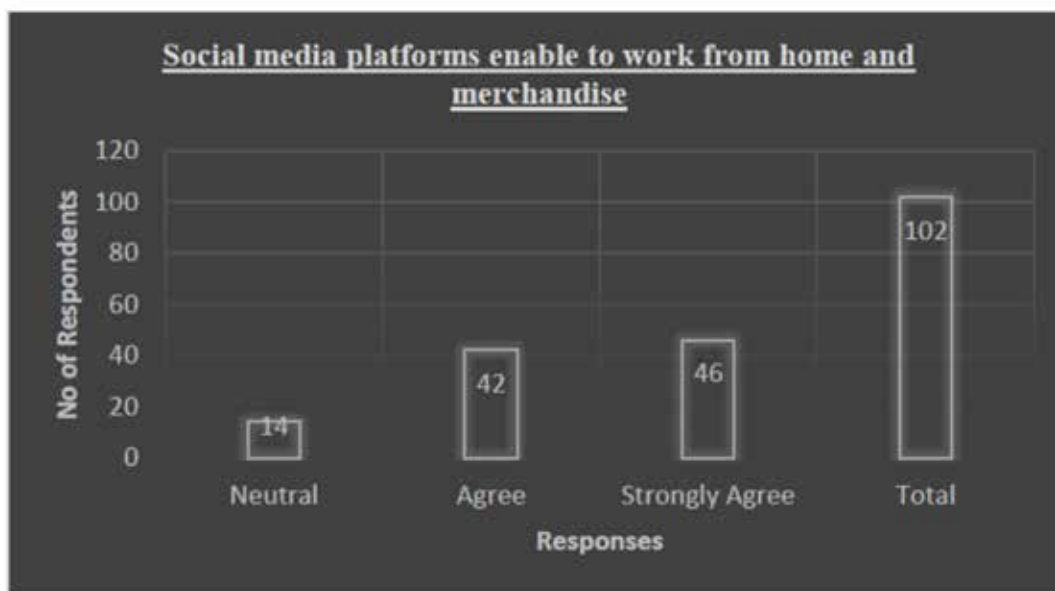


As the graph shows out of total respondents, majority of the respondents i.e., 54 and 44 respondents were agreed and strongly agreed with the fact that I have Access to my social accounts whenever I'm connected to internet whilst 2 respondents were not clear with and rest 2

were disagreed with the same fact as they can access with the social media network whenever they want.

- Social Media Platforms Enable to Work from Home And Merchandise.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	14	13.7	13.7	13.7
	Agree	42	41.2	41.2	54.9
	Strongly Agree	46	45.1	45.1	100
	Total	102	100	100	



As the graph shows out of total respondents participated in the study, majority of the respondents i.e., 42 and 46 respondents were agreed and strongly agreed with the fact that I can work from home on my social media

accounts to sell products whilst 14 respondents were not clear, the reason behind this is they can do their work from home only by selling their products on social media platforms.

- Customers Can Contact Via Social Media Account Anytime and Receive Orders 24/7.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	2	2	2
	Agree	60	58.8	58.8	60.8
	Strongly Agree	40	39.2	39.2	100
	Total	102	100	100	



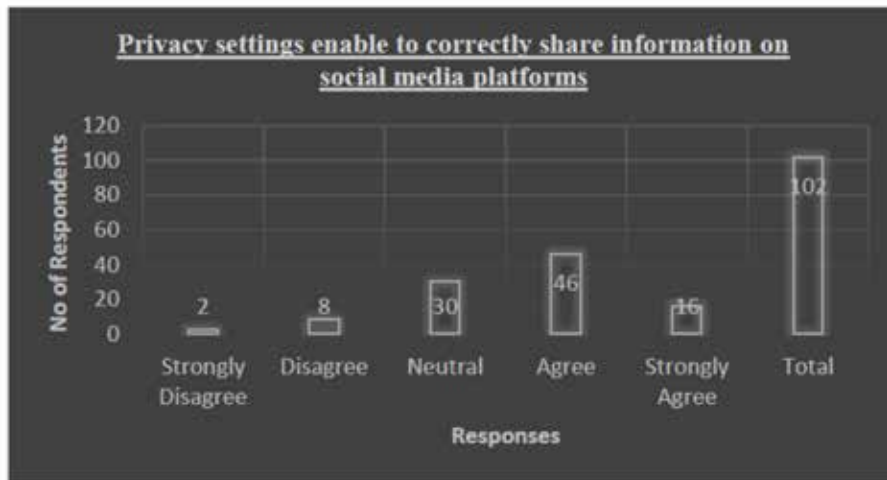
As the graph shows out of total respondents, majority of the respondents i.e., 60 and 40 respondents were agreed and strongly agreed with the fact that the customers can contact them through social media at any time, whilst 2 respondents were not.

- Privacy Settings Enable to Correctly Share Information On Social Media Platforms.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2	2	2
	Disagree	8	7.8	7.8	9.8
	Neutral	30	29.4	29.4	39.2
	Agree	46	45.1	45.1	84.3
	Strongly Agree	16	15.7	15.7	100
	Total	102	100	100	

As the graph shows out of total respondents, majority of the respondents i.e., 46 and 16 respondents were agreed and strongly agreed with the fact that they have control with whom they share their information on social media and 8

and 2 respondents were disagreed and strongly disagreed whilst 30 respondents were not clear. Thus, it is good that the digital platform has upgraded in privacy terms as to who can view their information on social media.



It Is Easy To Monitor And Control Personal Information Used By Social Media Platforms.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	3.9	3.9	3.9
	Disagree	38	37.3	37.3	41.2
	Neutral	42	41.2	41.2	82.4
	Agree	14	13.7	13.7	96.1
	Strongly Agree	4	3.9	3.9	100
	Total	102	100	100	



As the graph shows out of total respondents, majority of the respondents i.e., 42 respondents were not clear, and 38 respondents were disagreed with the fact that they have control over how the information is used by social media whilst 14 and 4 respondents were agreed and strongly agreed with the same. The study shows that the women knows that how their information can be used

by social media platform whilst few of them has disagreed with the same.

- Maintaining Client Personal Information Security With Other Social Sites On Social Media Platform Is Very Crucial.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2	2	2
	Neutral	6	5.9	5.9	7.8
	Agree	16	15.7	15.7	23.5
	Strongly Agree	78	76.5	76.5	100
	Total	102	100	100	



As the graph shows out of total respondents, majority of the respondents i.e., 16 and 78 respondents were agreed and strongly agreed with the fact that they never share their client personal information with other social sites. Security on social media is one of the essential parts but 2 respondents were strongly disagreed whilst 6

respondents were not clear. It has been found that majority of the women does not share their client’s personal information on social media, and it forms as essential part for security reasons.

- I Prefer Growing Business Globally Via Instagram.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	2	2	2
	Neutral	6	5.9	5.9	7.8
	Agree	60	58.8	58.8	66.7
	Strongly Agree	34	33.3	33.3	100
	Total	102	100	100	

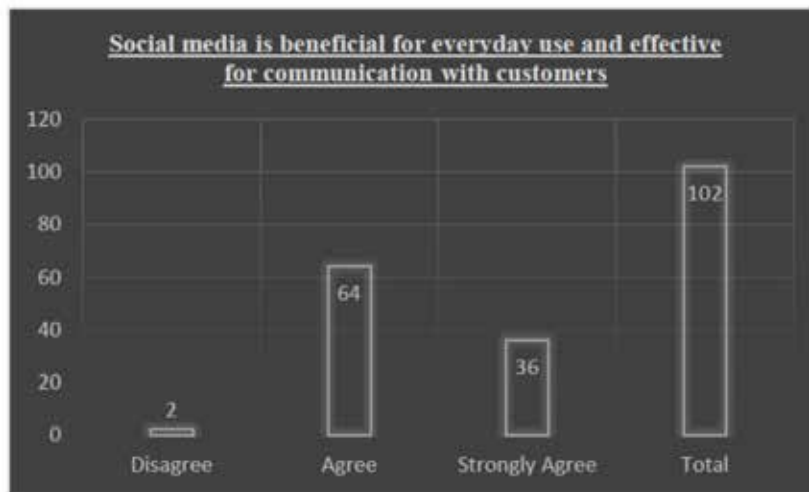


As the graph shows out of total respondents, majority of the respondents i.e., 60 and 34 respondents were agreed and strongly agreed with the fact that they can expand the business internationally using Instagram and 2 respondents were disagreed whilst 6 respondents were not clear. Majority of the women are expanding their businesses internationally via Instagram which shows

that they are growing their businesses in other countries also via digital platform.

- Social Media Is Beneficial for Everyday Use and Effective For Communication With Customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	2	2	2
	Agree	64	62.7	62.7	64.7
	Strongly Agree	36	35.3	35.3	100
	Total	102	100	100	



As the graph shows out of total respondents, majority of the respondents i.e., 64 and 36 respondents were agreed and strongly agreed with the fact that they would find social commerce useful in their daily life and regularly use social media to communicate with the clients whilst a very few respondents were

disagreed with the same fact as they found social media useful and uses to regularly to communicate with their clients.

- Instagram Is a Good Place To Market And Sell Products

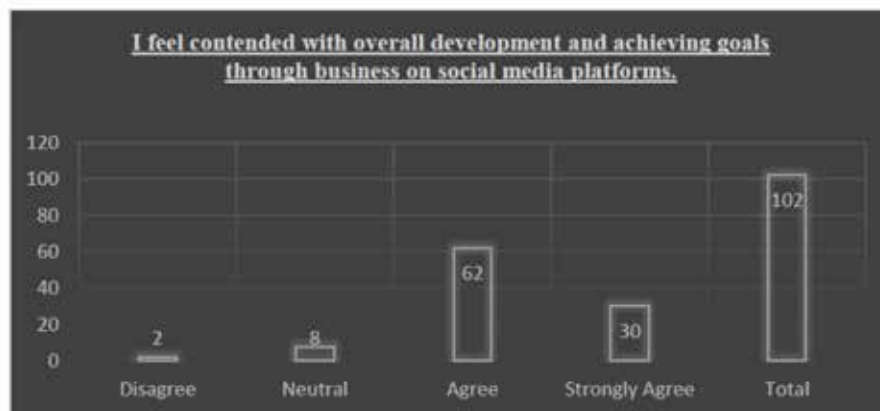
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	5.9	5.9	5.9
	Neutral	4	3.9	3.9	9.8
	Agree	52	51	51	60.8
	Strongly Agree	40	39.2	39.2	100
	Total	102	100	100	



As the graph shows out of total respondents, majority of the respondents i.e., 52 and 40 respondents were agreed and strongly agreed with the fact that they often spend their time on Instagram marketing to sell the products whilst a very few respondents were disagreed with the same fact, and few were neutral.

- I Feel Contented with Overall Development and Achieving Goals Through Business On Social Media Platforms.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	2	2	2
	Neutral	8	7.8	7.8	9.8
	Agree	62	60.8	60.8	70.6
	Strongly Agree	30	29.4	29.4	100
	Total	102	100	100	



As the graph shows out of total respondents, majority of the respondents i.e., 62 and 30 respondents were agreed and strongly agreed with the fact that they are satisfied with the progress they have made toward meeting the goals for advancement whilst a very few respondents were disagreed with the same fact, and few were neutral. It has been found that through social media

platforms, the women entrepreneurs taken in the study found social media very satisfied to meet with their goals.

- I Feel Fortunate and Contented After Founding My Business On Digital Platforms.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	2	2	2
	Agree	56	54.9	54.9	56.9
	Strongly Agree	44	43.1	43.1	100
	Total	102	100	100	



As the graph shows out of total respondents, majority of the respondents i.e., 56 and 44 respondents were agreed and strongly agreed with the fact that they are satisfied and happy after founding their business whilst few were neutral.

IV HYPOTHESIS

H0= There is no significant difference in the impact of digital platforms on business transformation based on Age.

H0= There is no significant difference of in the impact of digital platforms on business transformation based on year of operating business.

ANOVA BASED ON AGE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.245	9	0.361	1.336	0.23
Within Groups	24.833	92	0.27		
Total	28.078	101			

Further to test the hypothesis, One-Way ANOVA Test has been applied. Since the P value is .230 which is greater than 0.05 indicates that there is a significance difference in the impact of digital platforms on business transformation based on Age.

As the value of P is .230 which is greater than 0.05 indicates that there is a

significance difference thus, the null hypothesis is accepted.

On the Basis of Year of Operating Business (Anova)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.643	2	1.321	0.22	0.803
Within Groups	595.318	99	6.013		
Total	597.961	101			

Further to test the hypothesis, One-Way ANOVA Test have been applied. Since the P value is .803 which is greater than 0.05 indicates that there is no significance difference in the impact of digital platforms on business transformation on the basis of year of establishment.

As the value of P is .803 which is greater than 0.05 indicates that there is a significance difference thus, the null hypothesis is accepted.

V SUGGESTION

Digital platforms are posing women in the entrepreneurship on the map. This study will understand the impact and influence of digital/social media platforms on Women Entrepreneurs of the country. It observed the challenges and the benefits involved in performing business by women entrepreneurs on digital platforms. Additionally, the paper also aimed to understand how social media platforms aids in local to global business.

The study has shown vast range of positive influence of digital platforms/social media platforms on women entrepreneurs. Through these study women an entrepreneur showed a positive response for multi-channel aspect of social media, since it promotes their growth, accelerate the opportunity for new business, also aids them in motivating and inspiring other women of the country. Age and vintage of the business also has no influence on the growth of business, unlike the traditional business. Secondly, Social media platforms helps in effortless interaction with the customers, connecting with the masses anytime, access the social accounts and promote business whenever they are connected to internet, easily work from home balancing their work life balance in a best possible manner. Thirdly, they can receive the customer feedback without any hassle about their products, receive orders at any time which in turn keeps their interest motivated. Additionally, the most distinct feature of performing business on digital platforms by women entrepreneurs is they can reach beyond the limits, sell worldwide, and reach to the masses across the globe offering their products and services. Furthermore, women entrepreneurs are passionate to expand and grow their business over digital platforms and finds in worthwhile to spend their time on these platforms branding and

marketing since the outcome of these satisfy their personal, professional goals and keep them contented.

While the study shows a significant concern and challenge on the terms of security of personal information, customers information and in what way the information may be used on social media platforms. This is area of focus, few steps in terms of cyber security must be taken to ensure the safety, confidentiality, and privacy of all the personal information of entrepreneurs and customers.

Based on the outcomes of the paper, it can be concluded that digital platforms have a positive impact in making the women of our nation Atmanirbhar.

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