



Impact of Social Media Platforms on Women Entrepreneurs

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ABSTRACT

In recent years, social media has completely changed how people live, work and communicate. It has become an important part of modern life and a strong tool for business and self-expression. According to many studies, almost one-third of the world's population uses the internet and most of them are active on social media. These platforms have created new opportunities for people to find jobs, start small businesses and connect with customers across the world. Among these users, women entrepreneurs have gained special benefits. Social media has helped them overcome old challenges like lack of financial support, social restrictions and limited freedom to move outside their homes. Earlier, it was very difficult for women in India to start and run their own businesses because of limited resources, family pressure and fewer professional networks. But platforms like Facebook, Instagram, YouTube and LinkedIn have given them a space to show their skills, promote products and directly reach customers without depending on middlemen. They can now start and manage businesses from home, which gives them both financial independence and confidence. The Government of India has also launched several schemes to support women entrepreneurs and help them to grow in the business world. This study focuses on how social media helps women to start, manage, and expand their businesses. It shows that women use social media not only to sell their products but also to learn, build networks and strengthen their identities as entrepreneurs. The study also discusses some challenges that women face in online business. Despite these challenges, social media continues playing a positive and powerful role in empowering women. It connects them directly with customers, helps them improve their products and allows them to

compete in both local and global markets with very little investment in infrastructure. Social media has also encouraged more women to participate in economic activities, which helps in the overall growth of the nation. In conclusion, social media has become a strong tool for women's empowerment. It allows women to break traditional barriers, create their own identity, support their families financially and contribute to India's growing economy. Through proper guidance and awareness, women entrepreneurs can use social media effectively to achieve long-term success and independence.

Keyword: Social Media, Women Entrepreneurs, Empowerment, Digital Platforms, Business Growth.

1. INTRODUCTION

The rise of social media in the digital age has completely transformed the way people communicate, connect and conduct business across the world. What began as a simple medium for social interaction has evolved into a powerful global network that influences almost every aspect of modern life. Platforms such as Facebook, Instagram, YouTube, LinkedIn and WhatsApp have created a virtual space where individuals and organizations can share ideas, promote products and build meaningful connections. Social media has blurred the boundaries between local and global markets, allowing people from different backgrounds to exchange knowledge, culture, and opportunities. More importantly, it has emerged as a significant driver of economic growth and personal empowerment, especially for women.

In India, social media has opened a new chapter in the story of women's empowerment. Traditionally, women have faced multiple social and economic barriers that have limited their participation in business and entrepreneurship. Factors such as lack of financial support, family responsibilities, gender stereotypes and restricted mobility often prevented them from pursuing independent ventures. However, the expansion of digital technology and widespread internet access has changed this landscape dramatically. Social media now provides a platform where women can start and manage businesses from their homes, promote their skills and products and connect directly with customers around the world. This freedom has not only created new economic opportunities but also given women the power to express themselves and challenge social norms. Social media has become a bridge between ambition and opportunity. It allows women to convert their creativity into entrepreneurship with minimum investment and maximum reach. A homemaker selling handcrafted jewelry through Instagram, a teacher offering online classes on YouTube and a designer

showcasing her creations on Facebook-all reflect how social media has made business accessible to women from diverse backgrounds. Unlike traditional business models, these platforms require little infrastructure, making it possible for women to balance their professional aspirations with personal responsibilities.

The social media ability to reach global audiences instantly has redefined the scale and scope of small businesses led by women. Beyond business promotion, social media serves as a learning and networking ecosystem. It offers endless resources for women to acquire knowledge about marketing, branding, finance and customer management. Through online tutorials, webinars and digital communities, women gain practical skills that enhance their entrepreneurial abilities. These digital spaces also allow them to collaborate, share experiences and seek guidance from successful entrepreneurs. The sense of belonging and mutual support that social media creates has played a crucial role in motivating women to step into the world of business with confidence and purpose. The influence of social media extends beyond economic empowerment-it is reshaping the identity of women in society. It provides them with a voice, visibility and a sense of agency. Women who once remained confined to household roles now share their stories, achievements and ideas with a global audience.

Their presence on social platforms has challenged stereotypes and demonstrated that women can be equally capable leaders, innovators and entrepreneurs. By connecting with people across cultures and industries, women are not only earning incomes but also gaining respect, recognition, and influence. The digital revolution has therefore become a catalyst for social change. Through social media, women have found a way to turn challenges into opportunities and limitations into strengths. It is no longer just a tool for communication-it is a pathway to empowerment, equality and economic participation. As more women continue to embrace digital platforms for entrepreneurship, they are shaping a new narrative of progress-one defined by creativity, resilience and independence. Social media has thus become a silent yet powerful force driving the transformation of women from passive participants in society to active contributors in shaping India's economic and social future.

What is Social Media?

Social media is a digital communication medium that enables people to create, share and exchange information, ideas and opinions through

online networks. It promotes interaction, collaboration and real-time communication among individuals and groups across the world. Unlike traditional media, social media encourages active participation, allowing users to both produce and respond to content. It has become an essential part of modern life, influencing communication, education, business and social relationships. In the digital era, social media serves as a platform for connection, creativity and the exchange of knowledge and culture.

Social Media Platforms that Boost Women Entrepreneurs

- Instagram –It helps women entrepreneurs to promote fashion, lifestyle, food, and art-related products. Its tools, such as reels, stories and ads, help to reach larger audiences and enhance brand recognition.
- Facebook –Enables women to create business pages, participate in community groups, and use Facebook Marketplace to sell products directly to customers at low cost.
- YouTube – Provides opportunities for tutorials, product reviews, cooking, beauty, and educational channels. Many women earn income by monetizing their creative or skill-based videos.
- LinkedIn –A professional network that helps women to build business connections, collaborate with industry experts and explore career or partnership opportunities.
- WhatsApp Business – Facilitates direct client interaction, order management, and digital catalogue sharing, supporting small-scale home-based businesses.
- Twitter (now X) –Useful for brand promotion, awareness campaigns and customer engagement through short, impactful messages and trends.

Role of Social Media in Women Entrepreneurship

Social media has played a transformative role in changing how women approach business. Earlier, women faced many difficulties in reaching customers or showcasing their products. Today, with just a smartphone and an internet connection, they can reach thousands of people worldwide. Platforms like Instagram and Facebook help women to display handmade products, fashion accessories and local art. YouTube allows women to share tutorials, cooking, beauty and educational content, while LinkedIn provides professional networking opportunities. These platforms have made it easier for women to gain visibility, connect directly with customers and receive feedback instantly. Social media marketing is cost-effective, allowing women to start businesses with

minimal investment. It also provides flexibility, enabling them to balance family life and professional work. Moreover, women can collaborate, share experiences and learn from others' success stories through online communities and business groups.

2. LITERATURE REVIEW

The emergence of social media as a tool for entrepreneurship in India has attracted growing academic interest. Several studies have highlighted how digital platforms are reshaping the country's entrepreneurial ecosystem.

Das, S. (2021) examined how online networks contribute to skill development and mentorship among women entrepreneurs in urban and semi-urban India. The research found that platforms like Facebook, Instagram and WhatsApp provide opportunities for learning, collaboration and innovation. These virtual spaces help overcome barriers such as limited mobility, lack of capital and social constraints, thereby enhancing women's participation in entrepreneurial activities.

Kumar, R.& Gupta, P. (2023), social media has become a critical medium for Indian women entrepreneurs to market their products, reach diverse customer bases and build brand identity without relying on traditional advertising channels. Their study emphasizes that digital media enables women to balance professional and personal responsibilities while maintaining business visibility in competitive markets.

Malhotra G., Gupta V., Singh P., Sabharwal D., Lal R. (2024). According to the researcher, PMEGP and the Khadi program have significantly supported women entrepreneurs, while platforms like Instagram and LinkedIn have boosted new ventures, reflecting a shift toward digital marketing

Sharma, N. & Bansal, M. (2022) observe that digital entrepreneurship has emerged as a tool for empowerment, particularly in post-pandemic India, where many women turned to social platforms to sustain livelihoods.

Singh, R. (2020) emphasizes that social media not only enhances market connectivity but also promotes confidence and self-reliance among rural women entrepreneurs through e-commerce and online business models.

These studies collectively demonstrate that social media has become a transformative instrument for women entrepreneurs by enabling business growth, fostering innovation and supporting inclusive economic participation. However, further research is needed to explore the long-term sustainability and socio-economic impact of digital entrepreneurship among Indian women.

Singh V. V., Sharma R., Singh A., Suryavanshi R. (2025). This article shows that social media has become a powerful enabler for women entrepreneurs in India, breaking traditional and geographical barriers while offering low-cost access to markets and customers. Affordable mobile internet has fueled the creator economy, helping women monetize skills in sectors such as fashion, beauty, travel, and technology, with success stories like Nykaa, Thrillophilia, and Your Story. Social media's analytical tools, influencer marketing, personalization, and video dominance present further growth opportunities.

The NITI Aayog (2022) report on the Women Entrepreneurship Platform (WEP) also highlights the significant contribution of digital transformation to women-led businesses in India. It notes that over the past decade, digital initiatives have provided training, funding access and networking support to women, strengthening their entrepreneurial capacity.

Vanitha P., Karthick S., (2024). The study finds that social media empowers women entrepreneurs by providing affordable marketing, wider visibility, and access to global markets. However, challenges like digital divides, online harassment, and algorithmic bias still hinder their full participation.

Objectives of the Study

- To study the role of social media in promoting women's entrepreneurship.
- To identify and analyze the challenges faced by women in online business.

Significance of the Study

This study holds great importance in the context of India's growing digital economy and the increasing participation of women in entrepreneurship. By examining the role of social media in empowering women entrepreneurs, the study highlights how technology can act as a

tool for gender equality and economic inclusion. It provides valuable insights into how women are using social media to start businesses, build brands and connect with customers globally. The study also identifies the challenges that restrict women's online participation and suggests strategies to overcome them. The findings will be useful for policymakers, educators and organizations working toward women's development. It will also help aspiring women entrepreneurs understand the potential of social media in building successful and sustainable businesses. Ultimately, this research contributes to the broader goal of women's empowerment, self-reliance and participation in India's digital growth story.

3. RESEARCH METHODOLOGY

This study uses a descriptive and qualitative approach to examine how social media supports women entrepreneurs in India. It relies on secondary data collected from government reports, academic journals and online publications. The data highlights how women use platforms like Facebook, Instagram and LinkedIn for business promotion and networking. The information was analyzed to identify key benefits, challenges and emerging trends in digital entrepreneurship. The study aims to provide a clear understanding of how social media contributes to women's empowerment and economic growth in India.

Opportunities of Social Media Platforms for Women Entrepreneurs

Social media platforms have created vast opportunities for women entrepreneurs by offering digital spaces to start, manage and expand their businesses with minimum investment. These platforms provide accessibility, flexibility and visibility that help women to overcome traditional barriers such as limited mobility, lack of financial support and social restrictions. Through online marketing, women can reach a global audience, promote their products and build strong brand identities from their homes. The interactive nature of social media enables women to directly communicate with customers, receive feedback and improve the quality of their products and services. It also provides learning opportunities through webinars, tutorials and online communities where women can enhance their digital and entrepreneurial skills. Additionally, social media allows collaboration with other entrepreneurs, influencers and organizations, which helps in networking and market expansion. E-commerce integrations within these platforms simplify sales and payment systems, enabling women to run full-scale businesses online. Furthermore, the ability to analyze consumer behaviour through insights

and analytics supports data-driven decision-making. Overall, social media platforms serve as a gateway for women to achieve financial independence, creativity and self-reliance, empowering them to transform their ideas into successful entrepreneurial ventures in the modern digital economy.

Challenges Faced by Women in Online Business

Even though social media provides many opportunities, women entrepreneurs face several challenges when running their businesses online. A major problem is a lack of digital skills, especially for women in small towns or villages, which makes it hard to use online tools and marketing effectively. Safety and security risks like online fraud, scams and data theft also discourage many women, who are going digital. Many women also struggle with family and social pressures, as they need to balance household responsibilities with their business work. Work-life balance is another big challenge, especially for women running home-based businesses. In addition, competition in the online market can be tough, as big brands often dominate, making it hard for small women-led businesses to get noticed. Limited access to funding, mentorship, and biases in professional networks can also hold them back. These challenges show that while social media can help women to grow, they still need support, training and a safer online space to fully succeed and make their businesses sustainable.

Government Schemes Supporting Women Entrepreneurs

The Government of India has implemented several schemes to promote women entrepreneurship and digital empowerment across the country.

- The Women Entrepreneurship Platform (WEP) launched by NITI Aayog in 2018 provides women with mentorship, financial guidance, and networking opportunities to support business growth.
- The Stand Up India Scheme, introduced on 05 April, 2016, encourages women and marginalized groups to start new ventures by offering bank loans ranging from ₹10 lakh to ₹1 crore.
- The Pradhan Mantri Mudra Yojana (PMMY), launched in 2015, offers collateral-free loans to women entrepreneurs through three categories—Shishu, Kishor, Tarun and Tarun plus—based on their stage of business development.
- The Mahila E-Haat, launched by the Ministry of Women and Child Development in March 2016, serves as an online marketplace that allows women to promote and sell their products digitally.

- The TREAD (Trade Related Entrepreneurship Assistance and Development) Scheme under the Ministry of MSME focuses on providing training, counseling, and financial assistance to women through NGOs.
- The Udyogini Scheme offers subsidized loans to rural and economically weaker women to start small businesses.
- The Annapurna Scheme provides loans up to ₹50,000 for women running food catering businesses. This scheme was launched on 1 April 2000.
- The Prime Minister's Employment Generation Programme supports women-led micro-enterprises through financial aid and subsidies, managed by the Khadi and Village Industries Commission.
- The Digital India Programme promotes digital literacy and online entrepreneurship. Collectively, these schemes empower women to use technology and social media as tools for business promotion, financial stability, and long-term self-reliance.

These schemes aim to promote self-employment, reduce dependency and increase women's participation in India's economic development.

India's Famous Women Entrepreneurs Who Used Social Media for Business Growth

Masoom Minawala – A globally recognized fashion influencer and entrepreneur who used Instagram and YouTube to promote Indian designers and luxury brands internationally.

Falguni Nayar – Founder of Nykaa, who strategically used YouTube and Instagram marketing to make Nykaa one of India's top beauty e-commerce platforms.

Shraddha Sharma – Founder and CEO of YourStory, who used LinkedIn, Facebook, and Twitter to create one of India's largest platforms for startup storytelling.

Vineeta Singh – CEO and co-founder of SUGAR Cosmetics, who built a massive brand identity through YouTube tutorials, Instagram campaigns, and influencer collaborations.

Ghazal Alagh – Co-founder of Mamaearth, who used social media storytelling and influencer marketing to promote eco-friendly beauty products.

Malika Sadani – Founded the Moms Co., a maternity and baby-care brand that became successful through online communities and Facebook parenting groups.

Trisha Sheth – Founder of Arture, a sustainable fashion brand that used Instagram and social media marketing to promote eco-friendly accessories.

Mehak Sagar and Ankita Sagar – Co-founders of WedMeGood, who used social media to create India’s leading online wedding planning platform.

Suchita Salwan – Founder of LBB (Little Black Book), who used social media to promote small local businesses, restaurants, and creators through digital storytelling.

Alia Bhatt – Actress-turned-entrepreneur who launched Ed-a-Mamma, a sustainable kidswear brand, using social media for ethical fashion awareness.

Namita Thapar - She is a successful Indian woman entrepreneur and the Executive Director of Emcure Pharmaceuticals, one of India’s leading pharmaceutical companies. She has inspired many women to pursue entrepreneurship and contributed greatly to India’s healthcare and startup ecosystem.

4. CONCLUSION

Social media has become a strong tool for women’s empowerment and entrepreneurship. It provides an open platform for innovation, creativity, and financial independence. By using social media, women can market their products, connect globally, and manage businesses efficiently from home. However, challenges like digital illiteracy, online fraud, and lack of awareness still exist. Government initiatives and NGOs must work together to provide proper training and support systems. When women are empowered digitally, they not only support their families but also contribute significantly to the nation’s economic growth. In conclusion, social media is not just a platform for communication—it is a powerful engine for women’s empowerment, helping them break stereotypes, build self-confidence, and achieve equality in the digital economy

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