

EMPOWERMENT THROUGH HOME-BASED ENTERPRISES: A STUDY OF WOMEN SELLING HOMEMADE PRODUCTS

¹Dr. M.G. MONA VISALAKSHI

Assistant Professor, Department of Commerce (IT), N.M.S.S. Vellaichamy Nadar College,
Madurai, TamilNadu, India.

Email Id: monapmtc@gmail.com

Abstract

Women entrepreneurs play a significant role in economic and social development through home-based enterprises. The increasing demand for homemade products such as food items, handicrafts, tailoring products, and beauty products has created opportunities for women to earn income while managing household responsibilities. This study examines the empowerment of women engaged in selling homemade products and analyses the benefits, challenges, and economic outcomes associated with such enterprises. Primary data were collected from 50 women entrepreneurs through a structured questionnaire. The findings reveal that home-based businesses contribute significantly to financial independence, self-confidence, and decision-making power among women.

Keywords: Women Entrepreneurship, Home-Based Enterprises, Economic Empowerment

1. INTRODUCTION

Women entrepreneurship has emerged as a powerful instrument for achieving economic growth and gender equality. Home-based enterprises enable women to utilize their skills and resources effectively while balancing family responsibilities. With technological advancements and the growth of social media marketing, women can easily reach customers and expand their businesses from home.

Homemade products such as food items, handicrafts, tailoring products, jewelry, and beauty products have gained popularity among consumers due to their uniqueness and quality. These enterprises not only generate income but also enhance women's self-esteem, social status, and participation in economic activities. Therefore, understanding the role of

home-based enterprises in women's empowerment is essential for promoting inclusive development.

2. REVIEW OF LITERATURE

Sharma (2021) found that home-based enterprises provide women with opportunities for financial independence and improved household decision-making. The study emphasized that entrepreneurial activities enhance confidence and social recognition among women.

Kumar and Devi (2022) reported that digital platforms and social media have significantly improved market access for women entrepreneurs. Their research highlighted the importance of online marketing in expanding customer reach and increasing sales.

Patel (2023) observed that despite financial and marketing challenges, women involved in homemade product businesses experienced higher levels of economic empowerment and personal satisfaction compared to non-working women.

OBJECTIVES OF THE STUDY

1. To analyze the socio-economic profile of women engaged in selling homemade products.
2. To examine the impact of home-based enterprises on women's empowerment and income generation.

STATEMENT OF THE PROBLEM

Many women possess entrepreneurial skills but face challenges such as limited capital, lack of marketing knowledge, and restricted mobility. Home-based enterprises offer a practical solution for generating income while managing household responsibilities. However, there is a need to assess the extent to which these enterprises contribute to women's empowerment and identify the challenges faced by women entrepreneurs. This study addresses these issues by examining women selling homemade products.

3. RESEARCH METHODOLOGY

Research Design

The study adopts a descriptive research design to examine the role of home-based enterprises in empowering women engaged in selling homemade products. It helps in understanding their socio-economic conditions, business activities, and empowerment outcomes.

Sources of Data

- Primary Data: Collected directly from respondents through a structured questionnaire.
- Secondary Data: Gathered from journals, books, websites, reports, and previous research studies.

Sample Size and Sampling Technique

The study was conducted among 50 women entrepreneurs involved in selling homemade products. Respondents were selected using the Convenience Sampling Method, based on their availability and willingness to participate.

Data Collection Tool

A structured questionnaire was used to collect information regarding age, type of products sold, income earned, marketing methods, and the level of empowerment experienced by the respondents.

Tools for Analysis

The collected data were analysed using:

- Percentage Analysis to identify the distribution of responses.
- Simple Tabulation to present data in a clear and systematic manner.

Limitations of the Study

The study is limited to 50 respondents and the findings are based on their responses. Time and resource constraints also restricted the scope of the research.

The methodology provides a systematic approach to assess how home-based enterprises contribute to women's economic independence, confidence, and decision-making ability.

4. ANALYSIS AND INTERPRETATION

Table 1: Age of Respondents

Age Group	No. of Respondents	Percentage
Below 25 Years	8	16%
25–35 Years	18	36%
36–45 Years	15	30%
Above 45 Years	9	18%
Total	50	100%

Interpretation

The table shows that 36% of respondents belong to the age group of 25–35 years, indicating that young and middle-aged women are more actively involved in home-based enterprises. This age group demonstrates greater entrepreneurial interest and adaptability to market opportunities.

Table 2: Type of Homemade Products Sold

Product Category	Respondents	Percentage
Food Products	20	40%
Handicrafts	10	20%
Tailoring Products	12	24%
Beauty Products	8	16%
Total	50	100%

Interpretation

The majority of respondents (40%) are engaged in selling homemade food products. This indicates strong consumer demand and lower entry barriers in the food sector compared to other categories.

Table 3: Monthly Income from Business

Monthly Income	Respondents	Percentage
Below ₹5,000	10	20%
₹5,001–₹10,000	18	36%
₹10,001–₹15,000	14	28%
Above ₹15,000	8	16%
Total	50	100%

Interpretation

The table reveals that 36% of respondents earn between ₹5,001 and ₹10,000 per month from their businesses. This demonstrates that home-based enterprises provide a meaningful supplementary income to support household expenses.

Table 4: Source of Marketing

Marketing Channel	Respondents	Percentage
Social media	22	44%
Word of Mouth	15	30%
Local Markets	8	16%
Exhibitions	5	10%
Total	50	100%

Interpretation

Social media is the most preferred marketing channel, used by 44% of respondents. This indicates the growing importance of digital platforms in promoting homemade products and reaching a wider customer base.

Table 5: Level of Empowerment Experienced

Empowerment Aspect	Respondents	Percentage
Financial Independence	20	40%
Increased Confidence	12	24%
Better Decision Making	10	20%
Social Recognition	8	16%
Total	50	100%

Interpretation

Financial independence is the most significant empowerment outcome reported by respondents (40%). This shows that income generation through home-based enterprises strengthens women's economic position and self-reliance.

FINDINGS

1. Majority (36%) of respondents belong to the age group of 25–35 years.
2. Food products constitute the largest category of homemade products sold (40%).
3. Most respondents earn between ₹5,001 and ₹10,000 per month (36%).

4. Social media is the primary marketing channel used by women entrepreneurs (44%).
5. Financial independence is the major benefit experienced through entrepreneurship (40%).
6. Home-based enterprises contribute positively to women's confidence and decision-making abilities.
7. Digital marketing has become an important tool for business growth.

SUGGESTIONS

Government agencies, NGOs, and financial institutions should provide entrepreneurship training, marketing support, and easy access to microfinance for women engaged in home-based enterprises. Digital literacy programs should be conducted to improve online marketing skills. Women entrepreneurs should also be encouraged to participate in exhibitions and business networks to expand their customer base and enhance business sustainability.

5. CONCLUSION

Home-based enterprises have emerged as an effective means of empowering women economically and socially. The study reveals that women selling homemade products experience increased income, confidence, and financial independence. Despite challenges such as limited capital and market competition, these enterprises provide significant opportunities for self-employment and personal growth. Strengthening institutional support and digital marketing capabilities can further enhance the success and sustainability of women-owned home-based businesses.

References

- [1] Kumar, R., & Devi, S. (2022). Women entrepreneurship and digital marketing opportunities. *International Journal of Business Studies*, 14(2), 45–58.
- [2] Patel, M. (2023). Economic empowerment of women through small-scale enterprises. *Journal of Entrepreneurship Development*, 18(1), 67–79.
- [3] Sharma, P. (2021). Home-based businesses and women's empowerment in India. *Indian Journal of Social Research*, 62(4), 112–125.
- [4] Gupta, A. (2020). Women entrepreneurs and sustainable livelihoods. *International Journal of Commerce and Management*, 10(3), 88–96.
- [5] Singh, K., & Kaur, J. (2021). Challenges faced by women entrepreneurs in emerging markets. *Journal of Business Research*, 15(2), 34–47.

- [6] Rao, V. (2022). Role of social media in promoting homemade products. *Marketing Insights Review*, 9(1), 21–30.
- [7] Ministry of Micro, Small and Medium Enterprises. (2023). *Annual report on women entrepreneurship in India*. Government of India.



Educational Research and Development Centre