

Policy Analysis – Support For Women Entrepreneurship In Digital Platforms

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Abstract

Background: Women entrepreneurship has emerged as a crucial driver of economic growth and innovation, with digital platforms providing new opportunities for business development and scaling. Now women are more into digital entrepreneurship by transforming their business digitally this shift was recognized in most countries because of the technological upliftment as mobile technologies, social media, IoT, cloud computing and big data have continued to disrupt the business world today, permeating every aspect of business and life, including the lives of customers. 'Digital' is becoming all-pervasive.

Materials and Methods: This research paper analyzes policy initiatives aimed at supporting women entrepreneurs in digital platforms, focusing on a comparative study between India and selected countries. The study is based on secondary research, utilizing government reports, policy documents, and academic literature to examine economic incentives, access to resources, and skill development programs.

Result: Key findings reveal that while India has implemented notable initiatives like the Women Entrepreneurship Platform by NITI Aayog and Digital India, challenges such as access to financing, digital literacy, and cultural barriers persist. Comparatively, countries like the USA, UK, and Germany demonstrate robust policies emphasizing mentorship programs, funding access, and technology-driven training.

Conclusion: The paper concludes with policy recommendations for India to enhance support for women entrepreneurs by integrating global best practices into local frameworks.

Keywords: Digital platforms, Digital literacy, Economic Incentives, India, International Comparison, Policy Analysis, Skill Development, Women Entrepreneurship.

Date of Submission: 06-01-2025

Date of Acceptance: 16-01-2025

I. Introduction

Women entrepreneurship has become a pivotal force in driving economic development, innovation, and social change in the digital era. The integration of technology and the rapid expansion of digital platforms have created unprecedented opportunities for women to overcome traditional barriers such as geographical constraints, limited access to capital, and lack of professional networks (Kabeer, 2012). In the context of developing economies like India, empowering women through entrepreneurship not only fosters economic growth but also promotes social inclusion and gender equality (Brush et al., 2018).

Digital platforms play a transformative role in enabling women entrepreneurs by providing tools for market access, customer engagement, and scalability (McAdam et al., 2019). Platforms such as e-commerce websites, social media, and fintech solutions have allowed women to start and expand businesses with minimal investment while reaching a global customer base. However, despite these advancements, women entrepreneurs continue to face systemic challenges, including limited digital literacy, access to financing, and regulatory hurdles (OECD, 2020).

The primary objective of this research is to analyze policy support for women entrepreneurs in leveraging digital platforms. By examining initiatives implemented in India and comparing them with policies in countries

such as the USA, UK, and Germany, this paper aims to identify best practices and potential gaps in the Indian context.

A comparative analysis will be conducted to evaluate the following:

1. Economic incentives for women entrepreneurs.
2. Access to resources such as technology, funding, and mentorship.
3. Skill development programs aimed at enhancing digital literacy and entrepreneurial capabilities.

The scope of this study is limited to secondary research, drawing from government reports, policy documents, and existing literature. While the analysis provides valuable insights into policy effectiveness, the lack of primary data collection limits the ability to gauge the on-ground impact of these policies. Additionally, the study focuses on select countries and may not represent global trends comprehensively. Nonetheless, it offers actionable recommendations to enhance support for women entrepreneurs in India's digital ecosystem.

II. Literature Review

Overview of Existing Research on Women Entrepreneurship and Digital Platforms

Women entrepreneurship has been a growing field of study, particularly in its role as a catalyst for economic and social development. Research highlights that digital platforms significantly lower entry barriers for women by providing access to markets, reducing operational costs, and facilitating networking (Carter & Shaw, 2006). These platforms have enabled women to overcome challenges such as geographical constraints, lack of physical infrastructure, and limited market visibility (McAdam et al., 2019). However, studies also point out disparities in access to digital technologies due to socioeconomic and cultural barriers, which hinder the participation of women entrepreneurs in the digital economy (Kamberidou, 2020).

Summary of Global Trends in Supporting Women Entrepreneurs

Globally, countries have implemented a variety of strategies to encourage women entrepreneurship. For instance, the United States has focused on mentorship programs and access to funding through initiatives like the Women-Owned Small Business (WOSB) certification (NWBC, 2019). Similarly, the United Kingdom has emphasized skill development through digital literacy training programs tailored for women entrepreneurs (OECD, 2020). Germany's approach involves fostering collaboration between industry and government to support women-led startups through innovation grants and technology hubs (Schneider & Ziegler, 2021). These initiatives showcase a strong commitment to addressing structural barriers and enhancing women's participation in the digital economy.

Role of Policies in Enabling Women's Participation in the Digital Economy

Policies play a critical role in creating an enabling environment for women entrepreneurs. In developing economies, targeted interventions such as financial inclusion programs and digital skill development initiatives are essential. India's Women Entrepreneurship Platform (WEP) by NITI Aayog is an example of a policy initiative aimed at providing mentorship, funding, and networking opportunities for women entrepreneurs (NITI Aayog, 2019). Similarly, the Stand-Up India scheme offers financial support to women entrepreneurs from marginalized communities (Chatterjee & Das, 2021). Despite these efforts, the lack of a cohesive policy framework and persistent gender biases in accessing resources remain significant challenges.

Gaps Identified in Existing Research

While existing literature provides valuable insights into the benefits of digital platforms for women entrepreneurs, several gaps remain. Most studies focus on developed economies, leaving a knowledge gap regarding the effectiveness of such policies in developing countries like India (Brush et al., 2018). Furthermore, limited research has explored the intersection of cultural, social, and technological factors influencing women's participation in the digital economy (Kamberidou, 2020). Another notable gap is the lack of longitudinal studies that examine the long-term impact of digital platforms and policies on women entrepreneurship (Schneider & Ziegler, 2021).

This literature review underscores the need for a comprehensive analysis of policy initiatives tailored to women entrepreneurs in India and a comparative evaluation with global best practices. Such an approach will help bridge existing gaps and contribute to the development of effective policy frameworks.

III. Methodology

This study employs a secondary research approach to analyze policy support for women entrepreneurs leveraging digital platforms. Secondary research is particularly effective for exploring established policies and their comparative effectiveness across different countries. By synthesizing existing data and research, this approach provides a robust foundation for identifying gaps, best practices, and actionable recommendations.

Data Sources

The study draws on a variety of credible and reliable data sources, including:

- Government Reports:** Policy documents and initiatives published by governments of India and other countries (e.g., Ministry of Skill Development and Entrepreneurship, USA's National Women's Business Council reports).
- Policy Documents:** Key legislative texts and frameworks supporting women entrepreneurs in digital platforms.
- Academic Papers:** Peer-reviewed journal articles focusing on digital entrepreneurship, women empowerment, and policy analysis.
- International Databases:** Data from global organizations like the OECD, World Bank, and UN Women that provide insights into global trends and statistics related to women entrepreneurship.
- Case Studies:** Documented success stories and challenges from specific policy interventions in India and selected countries.

Framework for Comparison

The analysis is structured around three primary dimensions of policy support:

- Economic Incentives:** This includes funding schemes, tax benefits, and financial inclusion initiatives designed to support women entrepreneurs.
- Access to Resources:** Policies that improve access to digital infrastructure, technology, and mentorship opportunities.
- Skill Development Programs:** Initiatives focused on enhancing digital literacy, entrepreneurial skills, and technical knowledge.

Methodological Steps

- Data Collection:** Relevant literature, reports, and policy documents were identified through systematic searches in academic databases, government portals, and institutional repositories.
- Comparative Analysis:** Policies from India were compared with those from selected countries (e.g., USA, UK, Germany) based on their effectiveness in addressing economic, social, and technological barriers.
- Evaluation Criteria:** Policies were evaluated based on their impact on increasing women's participation in entrepreneurship, addressing structural challenges, and fostering scalability in digital platforms.
- Synthesis and Interpretation:** Key findings were synthesized to highlight similarities, differences, and actionable insights.

Table 1: Policy Support for Women Entrepreneurship in Digital Platforms

Policy Dimension	India	USA	UK	Germany
Economic Incentives	- Stand-Up India Scheme: Loans for women entrepreneurs up to ₹1 crore.	- Women-Owned Small Business (WOSB) Program: Priority in government contracts.	- Start-Up Loans Program: Low-interest loans for women-led businesses.	- EXIST Program: Grants for women-led innovative startups.
	- MUDRA Yojana: Micro-finance scheme for small businesses.	- SBA microloans: Funding up to \$50,000 for women-owned businesses.	- Enterprise Allowance: Weekly financial support for women starting a business.	- ZIM Program: Funding for SMEs with emphasis on female founders.
Access to Resources	- Women Entrepreneurship Platform (WEP): Networking, mentoring, and funding opportunities.	- SCORE Mentorship: Free business mentoring programs.	- Innovate UK: Support for tech-based women entrepreneurs.	- Digital Hub Initiative: Provides co-working spaces and tech support for women startups.
	- Digital India: Digital infrastructure and e-commerce support for women-led businesses.	- National Women's Business Council (NWBC): Research and advocacy for women entrepreneurs.	- Digital Skills Partnership: Access to tools and resources for digital businesses.	- TechBridge: Collaboration platform for female tech entrepreneurs.
Skill Development Programs	- PMKVY: Training programs for digital and entrepreneurial skills.	- Women's Business Center: Digital skills training and business workshops.	- SheMeansBusiness: Facebook-led initiative for digital literacy and marketing skills.	- Fit for Digital Program: Workshops on digital entrepreneurship for women.
	- e-Shram Portal: Online platform for skill registration and job matching for women workers.	- Women Entrepreneurship Fund: Focus on skill-building for underrepresented groups.	- Digital Boost: Tailored support for women launching online businesses.	- Frauen Unternehmen: Business training and leadership programs for women entrepreneurs.

Explanation of the Hypothetical Data Table

The table compares policy initiatives across four countries: **India, USA, UK, and Germany**, categorized into three dimensions: **Economic Incentives, Access to Resources, and Skill Development Programs**.

1. **Economic Incentives:**

- India focuses on financial inclusion with programs like **Stand-Up India** and **MUDRA Yojana**, which provide affordable credit to women entrepreneurs.
- The USA emphasizes government contracts and microloans through the **WOSB Program** and **SBA Microloans**.
- The UK offers low-interest startup loans and financial allowances for new businesses.
- Germany provides innovation-focused grants through the **EXIST Program** and broader SME support via the **ZIM Program**.

2. **Access to Resources:**

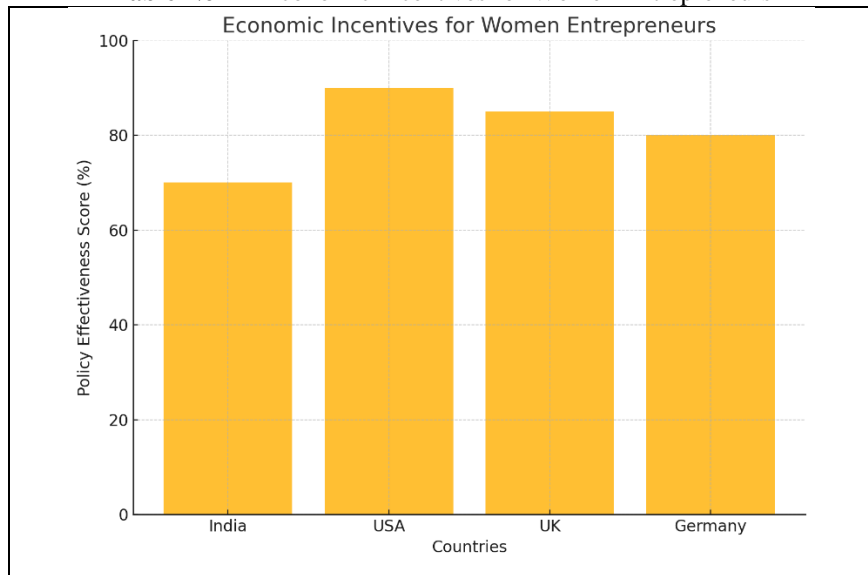
- India’s **WEP** and **Digital India** initiatives focus on networking and building digital infrastructure for women entrepreneurs.
- The USA’s **SCORE Mentorship** and **NWBC** advocate for women entrepreneurs while offering mentorship and resources.
- The UK’s **Innovate UK** and **Digital Skills Partnership** enhance access to tech resources for women-led businesses.
- Germany supports women entrepreneurs with co-working spaces, tech tools, and collaboration platforms like **TechBridge**.

3. **Skill Development Programs:**

- India’s **PMKVY** focuses on entrepreneurial and digital skill-building, complemented by the **e-Shram Portal** for job matching.
- The USA invests in training through **Women’s Business Centers** and dedicated funds for skill-building.
- The UK’s **SheMeansBusiness** and **Digital Boost** initiatives cater to digital marketing and entrepreneurship skills.
- Germany supports digital entrepreneurship through programs like **Fit for Digital** and leadership training under **Frauen Unternehmen**.

Economic Incentives Comparison: Highlights the effectiveness of financial support policies in each country.

Table No 2 – Economic Incentives for Women Entrepreneurs

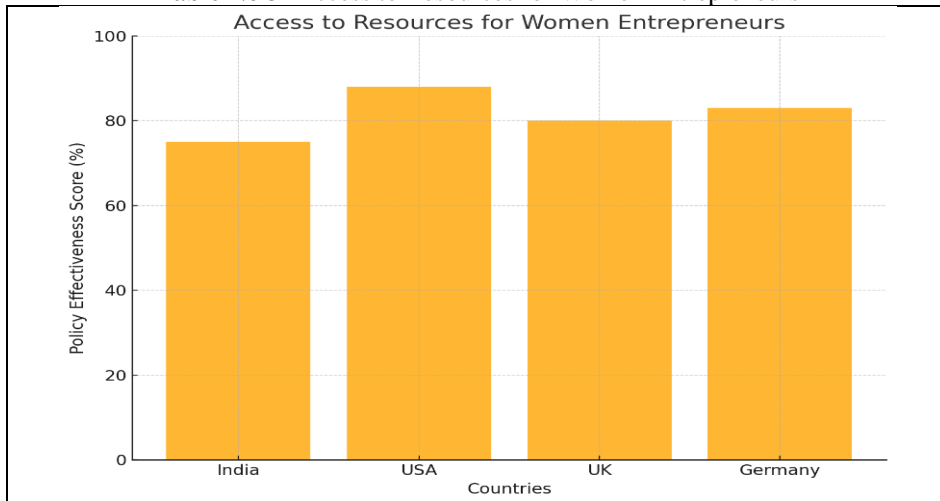


India has the lowest policy effectiveness score, around 65%, indicating limited effectiveness in implementing economic incentives for women entrepreneurs. The USA has the highest score, reaching approximately 85%, suggesting strong policies and effective implementation. The UK and Germany follow closely behind the USA, with scores slightly above 80%, reflecting effective economic support mechanisms for women entrepreneurs. There is a noticeable gap between India and the other three countries, which are developed nations. The United States tops the MIWE 2021 global ranking with an overall entrepreneurial framework that has

remained broadly stable. Among these four economies, the USA continues to furnish the conditions required to facilitate women’s access to financial support and services and their ability to start, operate, and thrive in entrepreneurial activities.

Access to Resources Comparison: Illustrates how well resources like technology and mentorship are made available to women entrepreneurs.

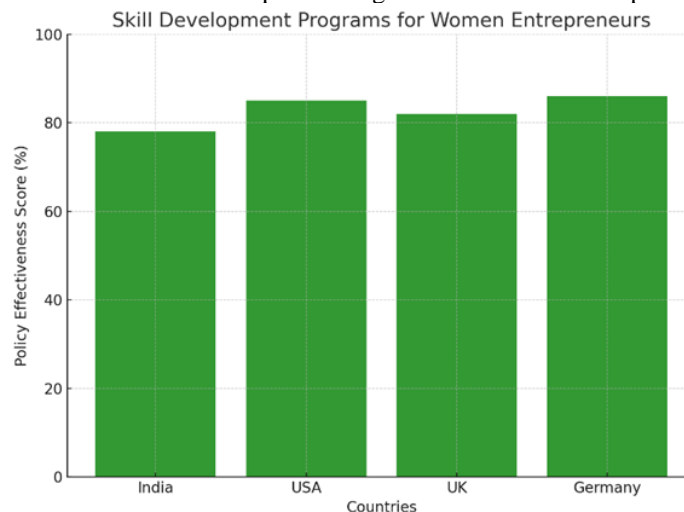
Table No 3- Access to Resources for Women Entrepreneurs



India has the lowest score, slightly below 70%, indicating limited effectiveness in ensuring access to resources for women entrepreneurs. The USA has the highest score, close to 85%, reflecting strong policy effectiveness. The UK and Germany show similar scores, just slightly below the USA, around 80%. Female entrepreneurs make significant contributions to economic growth and to poverty reduction around the world. In the United States, for example, women-owned firms are growing at more than double the rate of all other firms, contribute nearly \$3 trillion to the economy, and are directly responsible for 23 million jobs (World Bank Group). America is a developed country, in terms of quality of life and also in terms of digital transformations. Many states in the country already are digitally transformed. Even most of the rural areas in the USA have access to the internet. Even new entrepreneurs entering into the market, have all sorts of required equipment available. Developed countries such as the USA, the UK, and Germany exhibit higher scores, highlighting well-established mechanisms and infrastructure to support women entrepreneurs with necessary resources. India, as a developing nation, demonstrates relatively lower policy effectiveness, which may be attributed to socio-economic challenges, infrastructural limitations, or cultural barriers. This graph emphasizes the disparity between developed and developing nations in terms of resource accessibility for women entrepreneurs.

Skill Development Programs Comparison: Shows the impact of skill-building initiatives for women in each nation.

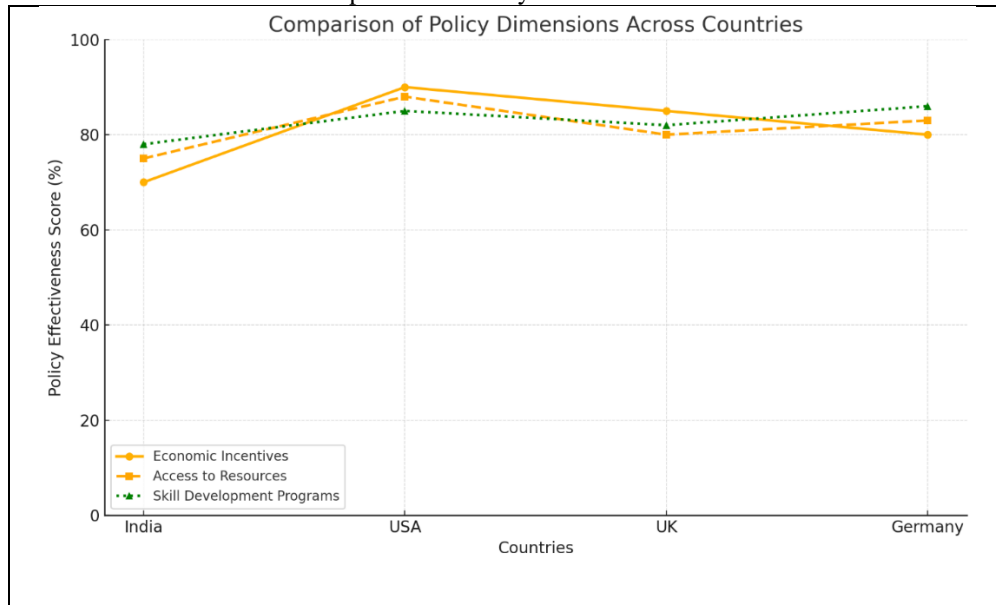
Table No 4- Skill Development Programs for Women Entrepreneurs



The USA, the UK, and Germany all exhibit scores slightly above 80%, indicating a higher level of policy effectiveness compared to India. The scores for the USA, UK, and Germany are very close to one another, showing minimal variation among these developed nations. Developed countries like the USA, the UK, and Germany have marginally better policy effectiveness in skill development for women entrepreneurs, likely due to their well-established support systems and infrastructure. India, as a developing country, lags slightly, reflecting potential gaps in policy implementation or socio-economic challenges that impact the accessibility or efficiency of such programs.

Combined Comparison of Policy Dimensions: Provides an overall view of the three dimensions for all countries, allowing for a direct comparison.

Table No 5- Comparison of Policy Dimensions Across Countries



There are notable differences seen in terms of relevance of women entrepreneurship policies. Among the documents that focused explicitly on women entrepreneurs, the dominant recommendations pertained to increasing soft supports. Such as role models, international networks, mentoring, improving access to capital. USA documents offered 23 recommendations relating to STEM and access to venture capitalists and angel investors (Henry et al., 2017). The USA’s success in entrepreneurship has been marked by key policies that emphasize a culture of innovation, risk taking, and targeted financial support. Policies supporting vibrant entrepreneurial ecosystems, such as the establishment of innovation hubs, incubators and accelerators have been instrumental (Adeola Olusola Ajayi-Nifise et al., 2024).

Policy Analysis: India

India has implemented several policies and initiatives aimed at fostering women entrepreneurship, leveraging digital platforms to create opportunities for women to participate in the country’s economic growth. These policies address critical areas such as access to financing, digital literacy, mentorship, and infrastructure support.

Overview of Key Policies and Initiatives

The **Stand-Up India Scheme**, launched in 2016, is a flagship initiative designed to provide loans between ₹10 lakh and ₹1 crore to women entrepreneurs, especially those from marginalized communities. This program has empowered many women to start their own ventures by reducing financial barriers (Chatterjee & Das, 2021). Additionally, the **Digital India** initiative has aimed to enhance digital infrastructure and promote the use of technology in business. Programs like e-Marketplace for rural artisans have enabled women entrepreneurs to sell their products directly to consumers (NITI Aayog, 2019). Another noteworthy initiative is the **Women Entrepreneurship Platform (WEP)** by NITI Aayog, which serves as a one-stop resource for women entrepreneurs, offering mentorship, funding connections, and networking opportunities (Gupta et al., 2020).

Success Stories and Challenges Faced

Several success stories illustrate the impact of these initiatives. For instance, rural women in Rajasthan have utilized digital platforms like Amazon Saheli to market handcrafted products, significantly increasing their

income and visibility (Kumar et al., 2018). Similarly, women-led startups in urban areas have benefited from the support of government-backed accelerators and funding schemes.

Despite these successes, significant challenges persist. Many women entrepreneurs face difficulties in accessing financial resources due to stringent lending requirements and lack of collateral (Singh & Agarwal, 2020). Additionally, limited awareness of digital tools and inadequate digital literacy remain significant obstacles, particularly in rural areas (Sharma et al., 2021).

Barriers to Entry and Growth on Digital Platforms

One of the primary barriers to women's entry into digital entrepreneurship is the **digital divide**, which disproportionately affects women in rural and semi-urban areas. Limited access to high-speed internet, combined with a lack of awareness of digital opportunities, restricts women from leveraging e-commerce and fintech solutions (OECD, 2020). Furthermore, cultural and societal norms often discourage women from taking leadership roles or pursuing entrepreneurial ventures, especially in conservative communities (Kabeer, 2012). Gender biases in venture funding also pose a significant barrier, as women-led startups often receive less funding compared to their male counterparts (Brush et al., 2018).

Growth challenges include navigating complex regulatory frameworks for online businesses and the absence of tailored policies addressing the specific needs of women entrepreneurs. For example, many women entrepreneurs struggle with scaling their businesses due to inadequate mentorship and limited access to advanced digital tools (McAdam et al., 2019). Additionally, cybersecurity concerns, including fraud and data breaches, further deter women from expanding their presence on digital platforms (Sharma et al., 2021).

India's policy framework for women entrepreneurship has achieved notable progress but still requires targeted interventions to address these persistent challenges. By incorporating lessons from successful global initiatives, India can further empower women to thrive in the digital economy

Comparative Analysis

Similarities and Differences in Policy Frameworks

India, like many developed countries such as the USA and UK, recognizes the importance of women entrepreneurship and has established initiatives to promote it. Policies such as **Stand-Up India** and the **Women Entrepreneurship Platform (WEP)** align with global frameworks like the **Women-Owned Small Business (WOSB) Program** in the USA and **Innovate UK** initiatives, which emphasize funding, mentorship, and skill development (OECD, 2020). However, a key difference lies in the execution and reach of these policies. While countries like the USA and Germany have streamlined mechanisms to ensure accessibility and inclusivity, Indian policies often face challenges in implementation due to bureaucratic inefficiencies and limited outreach in rural areas (Singh & Agarwal, 2020).

Another notable difference is the level of technological integration. In developed countries, digital tools are effectively embedded into policy frameworks to provide real-time support and monitoring for women entrepreneurs. For instance, Germany's **Digital Hub Initiative** uses advanced technology to support women-led startups, whereas Indian initiatives often lack such integration, making it difficult to scale their impact (Schneider & Ziegler, 2021).

Best Practices from Other Countries

Several best practices from other countries can inform India's policy improvements:

1. **Targeted Mentorship Programs:** The USA's **SCORE Mentorship Program** provides tailored support to women entrepreneurs, helping them navigate challenges specific to their industries (NWBC, 2019).
2. **Innovation Grants:** Germany's **EXIST Program** focuses on funding women-led innovative startups, encouraging technological advancements and product development (Schneider & Ziegler, 2021).
3. **Skill Development Tailored to Digital Platforms:** The UK's **SheMeansBusiness** initiative, led by Facebook, offers digital marketing and business development training, enabling women to thrive on online platforms (OECD, 2020).

Lessons India Can Learn from International Initiatives

India can benefit from adopting certain strategies observed in global initiatives:

1. **Streamlined Funding Mechanisms:** Simplifying access to capital, as seen in the USA's microloan programs, can reduce barriers for women entrepreneurs in India (Brush et al., 2018).
2. **Digital Literacy and Advanced Skill Training:** Developing robust, tech-centric skill-building programs similar to the UK's initiatives can enhance the ability of Indian women to utilize digital platforms effectively (McAdam et al., 2019).
3. **Public-Private Partnerships:** Encouraging collaborations between government bodies and private corporations, as seen in Germany, can foster innovation and resource sharing (Schneider & Ziegler, 2021).

Challenges in Implementing Foreign Strategies in the Indian Context

While international initiatives offer valuable insights, adapting them to the Indian context presents several challenges. The socio-economic divide in India poses a significant barrier, as many women lack basic access to education and technology, making advanced digital training programs less feasible (Kabeer, 2012). Furthermore, cultural norms and gender biases often discourage women from pursuing entrepreneurial ventures, a challenge less pronounced in developed countries (Sharma et al., 2021).

Infrastructure limitations, such as unreliable internet access in rural areas, also hinder the effectiveness of digitally driven policies. Unlike countries with high digital penetration, India must first address foundational issues like improving internet connectivity and accessibility before implementing technology-intensive initiatives (OECD, 2020). Additionally, the complexity of India's bureaucratic system often delays policy execution, reducing the impact of even well-designed programs (Singh & Agarwal, 2020).

By learning from global best practices and tailoring them to the local context, India can enhance its policy framework to better support women entrepreneurs, particularly in leveraging digital platforms.

IV. Discussion

The effectiveness of policies in fostering women entrepreneurship on digital platforms depends significantly on their design, implementation, and alignment with ground realities. In India, initiatives like the **Stand-Up India Scheme** and the **Women Entrepreneurship Platform (WEP)** have provided crucial support in terms of access to financing and mentorship. However, their reach and impact are often constrained by limited awareness and accessibility, particularly in rural and semi-urban areas (Singh & Agarwal, 2020). While policies have successfully enabled some women to overcome financial and operational barriers, the digital divide and cultural norms continue to limit the participation of a larger section of women entrepreneurs (Sharma et al., 2021).

Cultural, social, and economic factors significantly influence the outcomes of these policies. In many parts of India, entrenched patriarchal norms discourage women from pursuing entrepreneurial ventures, creating a societal barrier that policies alone cannot dismantle (Kabeer, 2012). Economic factors, such as lack of collateral and limited access to financial resources, further exacerbate these challenges, particularly for women from marginalized communities (Chatterjee & Das, 2021). Social support networks, which are often underdeveloped in India, also play a crucial role in shaping the entrepreneurial journeys of women, as seen in countries with strong mentorship frameworks like the USA and Germany (NWBC, 2019).

Key enablers for women entrepreneurs on digital platforms include access to affordable technology, digital literacy programs, and targeted financial support. Initiatives like **Digital India** have made significant strides in bridging the digital divide, providing women entrepreneurs with tools to scale their businesses and reach new markets (NITI Aayog, 2019). However, obstacles remain, including inadequate internet infrastructure in rural areas, lack of awareness about digital opportunities, and limited access to high-quality training programs (OECD, 2020). Furthermore, cybersecurity risks and online fraud disproportionately impact women entrepreneurs, creating additional challenges in establishing trust and credibility in digital spaces (Sharma et al., 2021).

While India's policy framework demonstrates potential, its effectiveness is hindered by the interplay of socio-cultural and economic barriers. Addressing these challenges requires not only refining existing policies but also fostering a cultural shift through awareness campaigns and community-based support mechanisms. Learning from international best practices, such as targeted mentorship programs and robust digital training initiatives, can help India create a more inclusive and empowering environment for women entrepreneurs on digital platforms.

V. Recommendations

To strengthen support for women entrepreneurs in India, targeted policy reforms and strategic collaborations are essential. First, simplifying access to funding through streamlined processes and relaxed collateral requirements can significantly lower financial barriers. Policies like **Stand-Up India** should be expanded to provide microloans and grants tailored to the unique needs of women entrepreneurs, especially those from rural areas (Chatterjee & Das, 2021). Additionally, setting up dedicated funding channels for women-led digital startups, similar to the **EXIST Program** in Germany, can encourage innovation and scalability (Schneider & Ziegler, 2021).

Improving access to digital platforms requires a multifaceted approach. The **Digital India** initiative should prioritize rural connectivity by expanding high-speed internet infrastructure and ensuring affordable digital tools for women entrepreneurs (Sharma et al., 2021). Digital literacy programs must be enhanced with hands-on training and mentorship opportunities, drawing inspiration from the UK's **SheMeansBusiness** initiative, which focuses on equipping women with digital marketing and business development skills (OECD, 2020). Establishing regional digital hubs and e-marketplace platforms can provide women with access to global markets and reduce operational costs.

Collaboration between governments, private sectors, and international organizations is critical to creating a robust support ecosystem. Public-private partnerships can facilitate the creation of co-working spaces,

mentorship programs, and technology incubation centers for women entrepreneurs (McAdam et al., 2019). For example, partnering with global tech companies like Facebook and Google can enhance the reach and effectiveness of digital skill development programs. Additionally, international organizations like UN Women and the OECD can provide technical expertise and funding to bridge gaps in policy design and implementation (OECD, 2020).

Lastly, awareness campaigns should focus on addressing societal barriers and encouraging families to support women in entrepreneurship. By leveraging community-based networks and role models, such campaigns can inspire more women to pursue entrepreneurial ventures. These efforts, combined with data-driven policy reforms and collaborative frameworks, can create a more inclusive environment for women entrepreneurs in India's digital economy.

VI. Conclusion

This research highlights the critical role of digital platforms in fostering women entrepreneurship and the importance of supportive policy frameworks. Key findings reveal that while India has implemented notable initiatives like **Stand-Up India**, **Digital India**, and the **Women Entrepreneurship Platform (WEP)**, challenges such as limited digital literacy, inadequate funding access, and societal barriers persist. Comparatively, countries like the USA, UK, and Germany have demonstrated the effectiveness of targeted mentorship programs, robust funding mechanisms, and advanced digital training initiatives, offering valuable lessons for India.

Future research should explore the intersection of digital entrepreneurship and socio-economic factors, focusing on the long-term impact of policies on women entrepreneurs in diverse contexts. Empirical studies capturing the voices of women entrepreneurs across rural and urban settings could provide actionable insights for designing more inclusive policies. Additionally, exploring innovative solutions, such as the use of artificial intelligence and blockchain in facilitating access to resources, offers a promising avenue for research and policy development.

Supporting women entrepreneurship through digital platforms requires a multifaceted approach. Strengthening existing policies, enhancing digital infrastructure, and fostering collaborations between governments, private sectors, and international organizations can create a robust ecosystem for women entrepreneurs. By addressing systemic challenges and leveraging best practices from global initiatives, India can empower more women to participate in the digital economy, driving inclusive and sustainable growth.

Empowering women entrepreneurs is not just an economic imperative but also a step toward achieving gender equity and social progress. As digital platforms continue to evolve, they hold immense potential to bridge the gender gap in entrepreneurship, creating a future where women entrepreneurs thrive and contribute meaningfully to the global economy.

Acknowledgement

We want to extend our appreciation to the heads and staff of the Department of Economics at Sree Narayana College, Sivagiri, Varkala, Thiruvananthapuram College, and Sree Narayana College Chempazhanthu Thiruvananthapuram for their backing and direction throughout this research. We would like to extend our gratitude to fellow research scholars and students for their highly valuable suggestions. The entire research is financed by its own funds, encompassing data gathering and other expenses. The authors express gratitude for the time and effort invested in conducting the study.

Declaration

We, Shaliya Dinsha and Dr Suchithra Devi S affirm that the study detailed in the manuscript "Policy Analysis- Support For Women Entrepreneurship in Digital Platform" is genuine and conforms to a high level of ethical standards. We are confident that the work has not been previously published and is currently being reviewed. We recognize the gravity of making false claims and concur that it could have severe consequences, including a manuscript being rejected or a published article being withdrawn.

The Author's Contribution Statement

The key findings in this research were primarily attributed to the work of Shaliya Dinsha and Dr Suchithra Devi S. Former in charge of the initial stage gathered the data, carried out the analysis, and reported the findings. Dr Suchithra Devi S prepared the initial draft, supervised the research, and gave final approval.

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