



# IMPACT OF DIGITAL TRANSFORMATION ON HOMEPRENEURS

<sup>1</sup>Ms. Akshatha Jain, <sup>2</sup>Ms. Ashakiran

<sup>1</sup>Assistant Professor, <sup>2</sup>Associate Professor,

<sup>1</sup>Department of Computer Science,

<sup>1</sup>SDM College (Autonomous), Ujire, India

**Abstract :** Digital transformation and technological advancement have opened the gateway of opportunities for the homepreneurs. Homepreneur is the concept of working from home. It provides an opportunity for someone who don't want to invest in large and don't want to take huge risk. To achieve work/life balance people are giving up the 9 to 5 job and started to take up their hobbies as business. During the pandemic many have lost their job and it impacted on the increased rate of homepreneurs. As we know the Government of India also continuously supporting people to start their own business. Taking advantage of such schemes from Indian government many have started their business from home. With the help of Digital platforms homepreneurs can easily manage their financial transaction, relationship with customers, Market expansion. Even though the online selling is more popular among women sellers, men are also not lagging behind. With the help of experience earned and schemes like MUDRA from the government of India many homepreneurs are becoming an entrepreneur. Digitalization undoubtedly providing an ample opportunity for the growth of homepreneurs. This paper is about homepreneurs, their advantages and challenges, some success stories, digital transformation and future of homepreneur.

**IndexTerms** - Homepreneur, Digitalization, Digital transformation.

## Introduction:

Homepreneurs work from the comfort of their own home. Homepreneurs are entrepreneurs who operate from their own home instead of office. Due to lack of experience in the field of business many feel it is safe to start their business from home. Many find it difficult to afford the capital investment so they start home-based business. So many opt for home-based business as the capital investment and the business risk is low. The flexibility of work time attracted many women to become a homepreneur. Being a homepreneur helps the women to balance their personal and work life. It helps in increasing their confidence by making them financially independent. Being a homepreneur it is possible to convert their passion into business. In earlier days homepreneurs are limited to sell the goods manufactured in large industries. But now it is extended from selling the goods to selling the home-made products, services, knowledge and what not. It helps many unemployed persons to start their own small business and can become self-employed they can also help others to get the job opportunity. Homepreneurs follow some management practices to run a successful business. Homepreneur need to be disciplined in their work, they must be dedicated, exhibit time management skills. They have to master the new skills, or upskill to keep on moving towards the success. They have to find strategies to extend their network in order to attract new customers.

In India now we are seeing drastic change in the field of Digital technology. Government of India in the year 2015 launched a program "The Digital India" which focused on transforming India into a digitally empowered country. Increase in the use of mobile phone especially smartphones and decreased rate of data plans helped the India in digital transformation. As a result, India has become a leader in digital technology. Projects like Digital India, Pradhan Mantri Grameen Digital Saksharta Abhiyan (PMGDSA) and Unified Payments Interface (UPI) have played the important role in transforming India into Digitally empowered Country. As a result of this usage of internet is increased by 150% both in urban and rural area.

The advancement in the technology particularly digitalization has brought lot of changes to the home-based business. This Digital transformation helped the homepreneurs in every way. Changes in the customers buying patterns and their liking towards home-based products has helped the homepreneur. They can use social media to market their products or services. They can easily reach their customers or clients through the digital social media like whatsapp, facebook, Instagram. These social media help the homepreneur to increase their network by reaching the customers globally. Homepreneur can sell their products just by uploading a picture of the product in whatsapp. Without being needed to keep the products for display in a shop or in a room. Digital Payment Interfaces helping the homepreneur to manage their financial transaction. They use digital platform to communicate with their customers, take their feedback, understand their needs, to track orders, finance management. It also helps in sustainable business by reducing environmental effects.

Homepreneurs are considered as an important part of the country's economic growth. So, the Government of India is motivating the homepreneurs by innovative schemes like Start Up India, Make in India, Mudra Bank etc. By the help of such support many homepreneurs are turned into successful entrepreneurs.

### NEED OF THE STUDY.

Objectives of the study are:

1. To study the concept of homepreneurs.
2. To study the impact of digital transformation on homepreneurs.
3. To study the effect of digitalization on homepreneurs.

### RESEARCH METHODOLOGY

#### Methodology

Case study research method and questionnaire method is followed here and some interviews are studied from the online presentation available on youtube, websites Primary data collected from homepreneurs of different parts of Karnataka through questionnaires and interviews. The various kinds of homepreneurs reached are –in the field of online clothes, fashion jewellery, online service, online knowledge sharing.

Outcome of the survey:

#### 1. Homepreneurs:

Above age 40 years:	08
Below age 40 years:	12

#### 2. Marital status:

Married:	15
Unmarried:	05

#### 3. Education level:

Graduation and above:	10
Others:	10

#### 4. Primary Investment:

Family:	14
Loan:	06

#### 5. Experience:

More than 10 years:	05
Others:	15

#### 6. Working Hours:

More than 8 hours:	02
Others :	18

#### 7. Benefited from Digital Transformation:

Benefited:	16
Not using:	04

#### 8. Work satisfaction:

	100%
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#### 9. Future plans:

Plan of extension:	12
Others:	08

#### 10. Benefited from Government Schemes

Beneficiaries:	12
Others:	08

### Challenges faced by homepreneur

1. Easy distraction as they work in home
2. Loneliness – as socializing is less
3. Cyber crime

### Case studies

**1. Supriya Sujith:** A Computer science graduate and former software engineer now a successful entrepreneur. she is a mother of 8-year-old Boy. After her marriage she left the job as she has to shift her location to Bangalore. She doesn't want to be just a homemaker. So, she started her home-based business of cloths. In the early stages with the very little capital investment, she started to sell the cloths through whatsapp. Created the whatsapp group to display the pictures of sarees, dress, dress material etc.

she started her business during 2017 by that time people were just started showing their like towards the online business and online transaction. Her dedication towards her work paid well. Her passion towards the fashion made her successful boutique owner turning her into an entrepreneur from a homepreneur.

**2. Swathi Kulal:** is a graduate mom of twin kids. She is very good drawing teacher. During the pandemic she was unable to engage physical classes. So, she started teaching drawing skills through online converting her leaving room into a class room. She used facebook and Instagram to advertise about her drawing classes. She was succeeded to attract many local students and some from foreign countries too. Even today she is continuing conducting class through online. As she is a mother of two little twin kids, working from her home helps her to manage her home easily. She conducts daily 3 to 4 different batches.

**3. Shwetha Machimale:** a computer science graduate. Who turned into a crochet designer. She created a facebook page Crochet\_Artgallery, and reaching many people globally. She is creating a beautiful bag, home decors, wall decors, hand purse sweaters for kids and adults, caps, tea light candle holders using crochet. She is extremely happy with her success. Initial stages of business she found it little difficult to reach the people and attract them towards it. Then she took the help of social media to display her products. She also teaches the art of crochet.

**4. Lakshmi Bhagirath:** Lakshmi is a homemaker residing in a rural area. She doesn't want to sit idle at home and she wanted to support her husband financially. As she is very good at making masala lassi she started selling masala lassi. After successfully selling the lassi she extended her business to selling homemade kokum juice and sesame juice. Now she is getting lot of orders daily from the different shops. She manages financial transactions easily with the help of UPI applications.

**5. Priya Agarwal:** Priya Agarwal who is Master in Business Administration willingly choose her love towards making fashion jewelry as a profession and started her homepreneur venture on 2011. She created a facebook page stop n stare to showcase her work. She designs all forms of costume, fashion, imitation jewelry. She shows special interest on beaded jewelry. When she started her page with some cards designed by her, she didn't get any order for first 4-5 months. After patiently waiting for months, the orders started to pouring in now she ships all over the world.

**6. Divya Aswani:** Divya is a teacher by profession who love to paint on glass. As a teacher she gets 3 months of holidays, she utilized this time to learn this skill. And now she paints on stained glass and products like nameplates, photo frames, clocks, vases wooden fittings etc. she sells her products at her home and on online. Her friends and family members helped her to extended her network of customers.

## Conclusion

Many of the challenges or problems what homepreneur were facing was now reduced due to digital transformation.

- Homepreneurs now have the ability to compete in the market using online marketing.
- Cost of advertisement and brand recognition are now made easy with the technology
- Homepreneur is small business unit but their contribution to the society is more
- Digital transformation has given good opportunities to empower the women of rural area, Internet and social media platforms helped homepreneurs to reach globally.
- Homepreneurs have the opportunity to perform their business, balancing with personal commitments.
- Drastic change in the technology offers new challenges to small business
- Many are shown interest in entering this field of home business.
- All together Digital transformation has a great impact on homepreneur development

## Suggestions

- Homepreneurs must use their skill and potential effectively and enlarge their business
- Homepreneurs of rural area can focus more on the opportunities created through digital transformation like for the upgradation of skill, to know more about digital marketing techniques through 'Homepreneurs Club' available in the social media.
- Homepreneurs can promote their product and extend their business by creating websites.

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