

Maneyinda Marukatte: A Literature Survey on E-Commerce Platform for Empowering Local Women Entrepreneurs In India

Dr. Krishna Gudi¹, Sahana D², Sakshi Ramesh³, Vunnam Thanuja⁴, Yashaswini K T⁵

¹Associate Professor, Department of Computer Science and Engineering, KSIT, India

²³⁴⁵ Students, Department of Computer Science and Engineering, KSIT, India

Abstract:

Home-based women entrepreneurs, who are involved in baking, tailoring, handicrafts, tiffin services and other similar activities, play an important role in the economy but use informal methods such as word-of-mouth publicity or social media for promotion. This limited approach affects visibility, customer management and tracking of payments. To fill this gap, the proposed project aims to develop a localized, user-friendly e-commerce platform that will help women entrepreneurs connect with customers in their vicinity and thus contribute to digital inclusion and sustainable livelihood opportunities. The objective of this project is to help women entrepreneurs make digital participation easier, manage orders and payments efficiently and increase trust through verified listings and reviews. The platform will help women entrepreneurs gain consistent income, expand visibility and strengthen community-based economic growth. Ultimately, there will be increased income-generating opportunities for women entrepreneurs and the development of community-based digital commerce.

Keywords:

Women Entrepreneurship, Localized E-Commerce, Home-Based Business, Digital Inclusion, Small-Scale Enterprises, Online Marketplace, Community-Based Commerce

INTRODUCTION

Since time immemorial, the marketplace has formed the basis of human civilization, allowing humans to exchange goods, services and cultures. Generally, in most communities, most women played active roles in their economy through activities that took place at their homes, such as cooking, weaving and crafting. Nonetheless, most of these contributions were usually carried out through informal means and within their immediate community circles.

According to Amartya Sen, “There is no tool for development more effective than the empowerment of women.” Therefore, it is evident that women are essential to achieving development in all sectors.

With the advent of the internet age, transactions have moved from marketplaces into the cyberspace environment, where commerce has taken on a whole new meaning and has opened up possibilities that could never be imagined. Nonetheless, most home-based women entrepreneurs have relied on traditional means such as word-of-mouth marketing and social media to promote their businesses.

Therefore, it is necessary to integrate their traditional practices and bring them up-to-date with current trends in technology through e-commerce. Thus, a localized e-commerce system will help empower women entrepreneurs to reach out to clients in their local area.



Fig 1. A person adeptly weaving bamboo sticks using their hands to make a traditional basket

LITERATURE SURVEY

1. Jyoti Tauro and Deep Murzello, 2025 – “The Rise of Women in E-Commerce: Trends, Challenges and Strategies for Success”

The following paper looks at the development of women entrepreneurs in the context of e-commerce business and discusses various developments, such as accessibility of internet technology, use of social media marketing and the flexibility of work. Various obstacles, including problems with finance, skills with technology and work- life balance, are also explored.

Limitation: It does not provide any solution for a local business model.

2. G.Anbalagan and Sudha S, 2024 – “Empowering Women Entrepreneurs Through Digital Platforms: Opportunities and Challenges”

The current study explores how technology-based platforms facilitate female business owners to tackle conventional limitations such as mobility issues, limited market access and financial difficulties. The importance of online shopping has been emphasized, which offers flexibility, market exposure and financial autonomy. Yet, issues such as digital literacy problems, cybersecurity concerns and gender disparity persist.

Limitation: The research considers overall digital platforms but fails to propose a local approach for home-based business owners.

3. Mucollari H., 2024 – “Empowering Women Entrepreneurs: Challenges, Strategies and Impact”

The study centers on the problems facing female entrepreneurs, such as resource constraints, limited support networks and societal constraints. It also outlines methods such as skills acquisition, mentorship and utilisation of technology to enhance entrepreneurship.

Limitation: Does not concentrate on designing an e-commerce platform.

4. Rimpa Pal and Bhaskar Bhowmick, 2024 – “Digital Technology and the Empowerment of Indian Women Micro-Entrepreneurs”

This paper seeks to analyze the effect of technological advancement through digitalization in enhancing the capacity of female Indian micro-entrepreneurs. The main focus of this discussion is on how digital technology assists Indian women in increasing their business networks, financial independence, and entrepreneurial involvement. This analysis also explores how digital technology eliminates the constraints that exist for women entrepreneurs.

Limitation: The study mainly focuses on the impact of digital technology in general and does not provide a specific localized platform.

5. Thilini De Silva and Henrik Hansson, 2024 - “The Influence of Social Media on Business Performance and Empowerment of Women Entrepreneurs: A Study of Mixed-Methods Approach within the Setting of Sri Lanka”

The research illustrates how social media can be used by women entrepreneurs to enhance business performance, communication, networking, and financial independence. It is noteworthy that social media websites such as Facebook and Instagram can assist women empowerment through online business operations and knowledge dissemination.

Limitation: The paper discusses social media usage without suggesting a specific platform tailored to women entrepreneurs engaged in small or household businesses.

PROBLEM STATEMENT

Although the field of electronic commerce is developing rapidly, the challenges that women-owned enterprises operating from their homes face when trying to enter the digital marketplace are still considerable. The existing options for selling online include services offered by Amazon and Meesho, which can help in selling goods over the Internet, although these websites were not created with small enterprises in mind. They can be challenging due to technological difficulties or stiff competition.

Issues in Current Systems

1. No presence of localized platforms that can bring together people in the vicinity looking to buy.
2. Complicated process of onboarding and other technological hurdles for users.
3. Increased competition from existing brands, leading to low visibility.
4. Minimal assistance for micro-businesses or those run from home.
5. Heavy reliance on social media results in poor order and payment processing.
6. No trust as there is no verification and review mechanism

Challenges Faced by Women Entrepreneurs

1. Inadequate digital and technical know-how
2. Hard to reach larger markets and consumers
3. Insufficient financial resources and lack of investment options
4. Struggling to manage family duties along with business operations
5. Absence of self-confidence and backing networks
6. Issues related to safety and security while conducting e-commerce



Fig 2. Traditional handmade flower garlands and decorative floral products. Fig3 . Muddurama selling handicraft products of bamboo to a customer

PROPOSED SYSTEM

To address the limitations of existing platforms, the proposed system “Maneyinda Marukatte” is a localized, user- friendly e-commerce platform designed specifically for home-based women entrepreneurs. The system aims to simplify digital participation by providing an easy-to-use interface for product listing, order management and customer interaction.

This will allow the women entrepreneurs to sign up by following the simple authentication process on their mobile device and also to post their products under categories such as cooking, handicrafts and tailoring. They can manage their orders, keep track of their revenue and get customer feedback via ratings and reviews. As opposed to the large-scale e-commerce platforms such as Amazon, the proposed system takes into consideration localized networking to enable the sellers to connect with local buyers to earn their trust.

As for the customers, the platform features the options to search for the product, browse for different product categories, make payments safely and track their orders. Verifying the sellers and allowing users to rate their experience on the site improves the level of trust between the users. Furthermore, there will be an AI-based chatbot that can answer users' questions about the system and how it works.

There is also a special module for the admin to manage users, address their concerns, process their requests for refunds, etc.



Fig 4. Glimpse of a high-fidelity prototype
USE CASE DIAGRAM

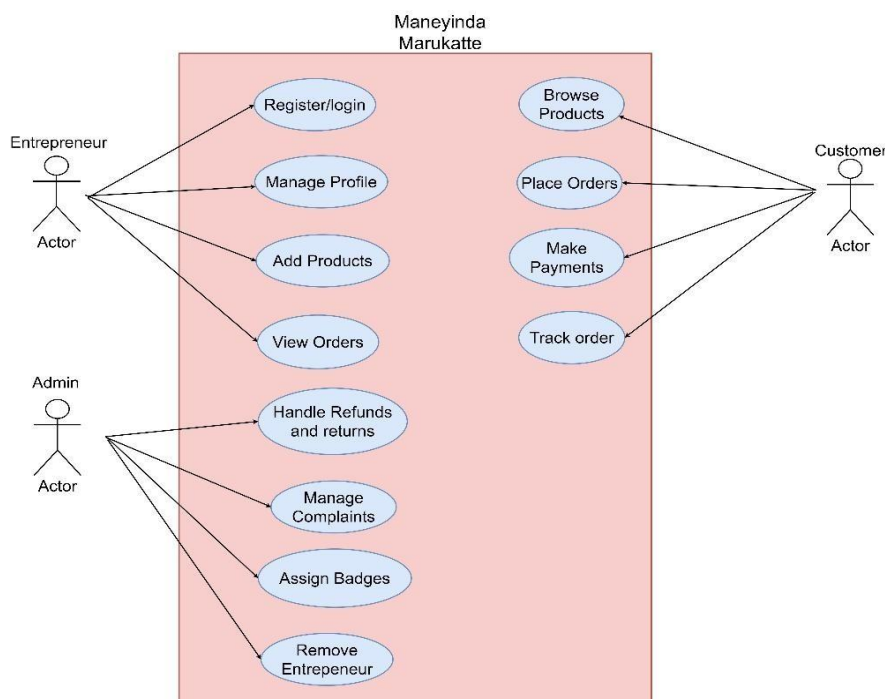


Fig 5. Use Case Diagram with all the actors and their role

METHODOLOGY

The suggested software solution will be built employing the principles of an agile software development life cycle (SDLC). This development methodology provides for iterative development, continuous feedback and adaptability in the implementation of certain features of the solution. An agile SDLC can be utilized in the context of the described project as it allows for progressive development of the system based on users' needs and requirements.

The development process will include several stages, namely, the collection of input data, system design, development of modules, testing and deployment. The first step will involve the gathering of users' requirements from the target audience of women entrepreneurs and customers. System design will focus on architecture, user interfaces and database design.

System modules

The developed system will consist of the following modules:

1. User authentication module
2. Entrepreneur module
3. Customer module
4. Admin module
5. Payment module
6. Notification module
7. AI chatbot module

System flow

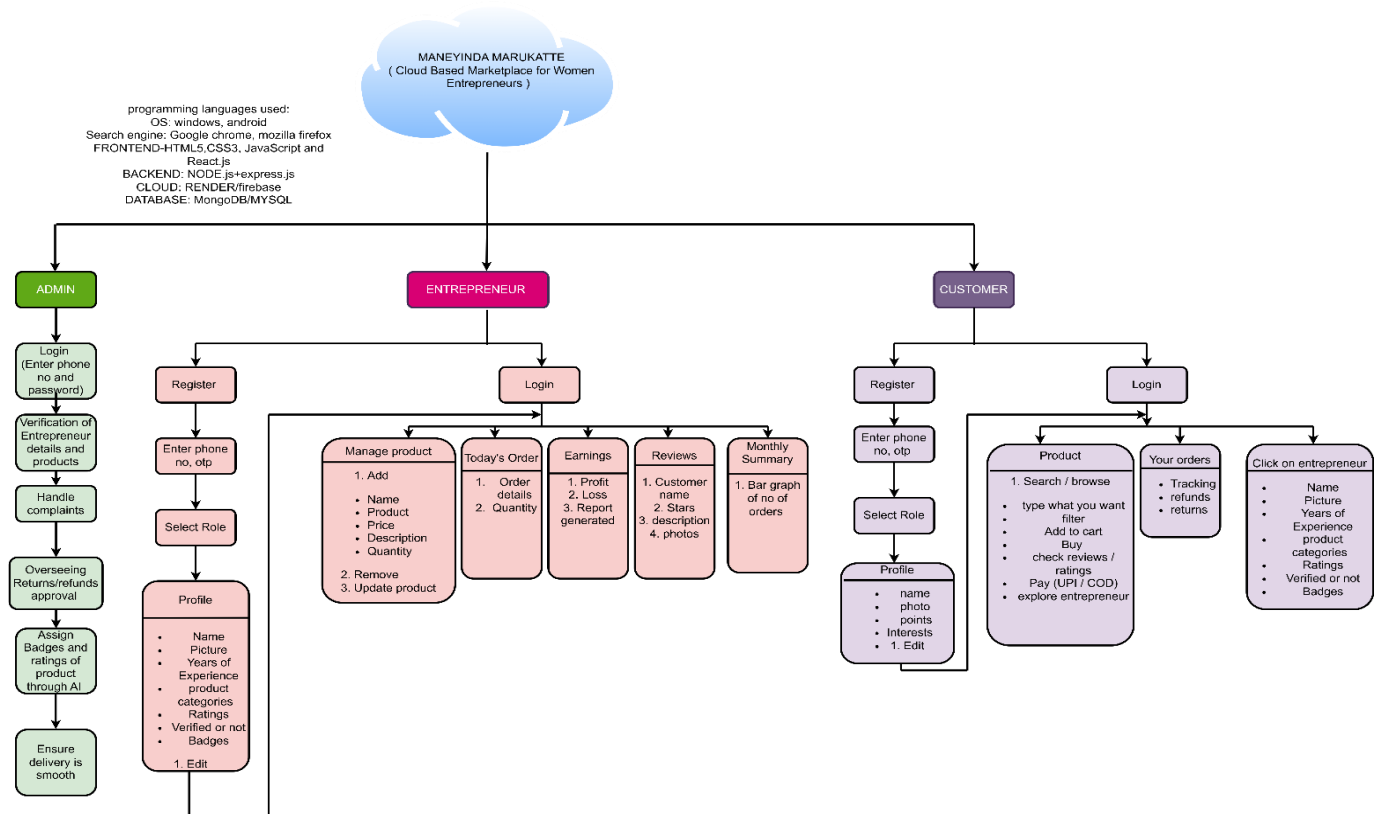


Fig 6. Data Flow across the project

SYSTEM ARCHITECTURE

The architecture of the proposed system will be based on the 3-Tier Architecture, which would make the system more scalable and data-efficient. The three tiers of this architecture include:

Presentation Tier (Frontend)

It would include the presentation layer that involves user interaction with the system. This layer involves users interacting with the system via the user interface.

Technologies: HTML, CSS, JavaScript, React.js:

Functions:

- User authentication and login
- Browse products and view product listings
- Order products
- Entrepreneurs Dashboard
- Admin dashboard

Application tier (backend)

This layer would be involved in executing business logic and managing processes within the application. Technologies: Node.js, Express.js

Functions:

- OTP verification
- Product management
- Order management
- Integrating payments
- Handling notifications
- Processing request from AI Chatbot

Database tier

This tier would involve data storage and management. Technologies: MongoDB / MySQL

Data to be stored:

- User details
- Products details
- Orders
- Reviews and ratings

Working of the architecture:

- Users interact with the frontend (Presentation Tier)
- Request is processed by the backend (Application Tier)
- Application layer processes logic and interacts with the database (Database Tier)
- Response to the users is delivered

CONCLUSION

This paper focused on analyzing how digital platforms have been helpful in empowering women entrepreneurs in the home-based setting, as well as analyzing the limitations and possibilities of the current digital platform systems. While several studies stress the significance of digital inclusion and provide an opportunity for the sale of products using Amazon and Meesho, they do not take into consideration the needs of the women entrepreneurs operating small-scale businesses. Factors like stiff competition, lack of localization, complex onboarding process and minimal help provided to new users are some of the major barriers.

The proposed “Maneyinda Marukatte” system focuses on creating a more localized and user-friendly platform for women entrepreneurs looking to sell their products digitally. Features such as simple registration, product listing, tracking orders, safe and secure payment systems and customer feedback are incorporated to ease the work of the entrepreneur. Furthermore, incorporating features like verification badges and artificial intelligence assistance will ensure a more trustworthy experience.

In summary, the proposed “Maneyinda Marukatte” system helps in bridging the gap between home-based entrepreneurship and digital business management systems. Not only does it promote economic empowerment among women entrepreneurs, but it also encourages inclusive development in local markets.

FUTURE SCOPE

Even though the proposed system already has a solid foundation to serve as a platform for women entrepreneurs, there is room for improvement and growth in the future. Some areas for development will be multilingual capabilities, where the platform allows users from different language groups to use its services. The reason behind this is that in a country like India, language diversity is one of the factors that significantly impacts the usage of any technology.

Moreover, the platform could benefit from incorporating AI-driven recommendation systems, which would recommend products to users depending on their interests and behaviour on the platform. Advanced data analysis tools could be integrated to give entrepreneurs insight into market trends and sales statistics. Furthermore, the platform can incorporate logistics and delivery coordination services to make sure that sellers and delivery personnel work seamlessly together when delivering goods to buyers.

In future iterations, it would be possible to integrate a voice interface for people with limited digital literacy skills, as well as improved security measures.

Moreover, the platform is scalable to include greater geographical areas, turning it into a bigger marketplace from a smaller platform, but not deviating from its community-oriented nature. With continuous upgrades and enhancements, the platform could be made stronger, more inclusive, and more effective in promoting women entrepreneurship.

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