

INTERNATIONAL JOURNAL OF LAW MANAGEMENT & HUMANITIES

[ISSN 2581-5369]

Volume 7 | Issue 3

2024

© 2024 *International Journal of Law Management & Humanities*

Follow this and additional works at: <https://www.ijlmh.com/>

Under the aegis of VidhiAagaz – Inking Your Brain (<https://www.vidhiaagaz.com/>)

This article is brought to you for “free” and “open access” by the International Journal of Law Management & Humanities at VidhiAagaz. It has been accepted for inclusion in the International Journal of Law Management & Humanities after due review.

In case of **any suggestions or complaints**, kindly contact Gyan@vidhiaagaz.com.

To submit your Manuscript for Publication in the **International Journal of Law Management & Humanities**, kindly email your Manuscript to submission@ijlmh.com.

Economic Empowerment and Cyber Equality: A Study on Women's Entrepreneurship in the Digital Landscape

DAYITHA T.K.¹ AND RAMIYA SHREE M.²

ABSTRACT

The legal research study delves into the complexities of women's entrepreneurship in India's digital landscape, focusing on economic empowerment and cyber equality. It scrutinizes the legal frameworks impacting women entrepreneurs, exploring how these frameworks hinder or facilitate economic empowerment and cyber equality in the digital era. The study evaluates access to digital resources, including e-commerce regulations, laws on digital business ownership, and intellectual property rights in India.

In India, women entrepreneurs face challenges from traditional gender norms and the evolving digital environment. The study aims to identify barriers and opportunities for women in business, proposing potential legal reforms to create a gender-inclusive entrepreneurial environment. It assesses the effectiveness of e-commerce regulations, registration procedures, taxation, and compliance requirements on women's entrepreneurial ventures.

Furthermore, the research dissects intellectual property rights for women-led businesses, examining trademarks, patents, and copyrights. It scrutinizes existing intellectual property laws to address unique obstacles faced by women entrepreneurs. The study also explores cyber equality and women's entrepreneurship online, analyzing the impact of social media, online networks, and digital marketing on women-led businesses.

By critiquing current legal frameworks, the study aims to provide insights for policy recommendations and legal reforms that support women entrepreneurs in the digital era. It seeks to enhance the legal landscape to promote economic empowerment and cyber equality for women entrepreneurs in India, fostering a more supportive environment for their ventures.

Keywords: *Women Entrepreneurship, Cyber Equality, Legal Frameworks, E-commerce Regulations, Intellectual Property Rights.*

¹ Author is a student at SASTRA Deemed University, India.

² Author is a student at SASTRA Deemed University, India.

I. INTRODUCTION

The digital revolution has ushered in a new era of entrepreneurship, redefining traditional business models and offering unprecedented opportunities for innovation. However, despite the apparent ease of entry into the digital sphere, persistent gender disparities continue to impede women's full participation in entrepreneurship, particularly within the rapidly evolving digital landscape³. At the nexus of economic empowerment and cyber equality lies a critical juncture that demands a thorough exploration of the complex challenges and opportunities faced by women entrepreneurs in navigating the digital realm⁴.

The history of women's entrepreneurship traces back to the late 19th century, with women venturing into business ownership. However, it was not until the 1960s and 1970s that women's entrepreneurship gained momentum, accompanied by the gradual breakdown of barriers to women's business ownership. Today, women entrepreneurs are significant contributors to the economy, making substantial strides in various sectors⁵.

Statistics highlighted the ongoing underrepresentation of women at the highest levels of business leadership, highlighting the persistent gender gap in entrepreneurship. To fully grasp the dynamics of women's entrepreneurship in the digital age, it is essential to examine the intertwined factors of economic empowerment and cyber equality, which shape women's opportunities and outcomes in the entrepreneurial landscape. Structural barriers, socio-cultural norms, and institutional biases often hinder women's access to digital infrastructure, financial resources, and supportive entrepreneurial ecosystems, contributing to disparities in entrepreneurial success.

One crucial aspect within the realm of women's entrepreneurship in the digital age is the intricate legal landscape surrounding intellectual property rights. Trademarks, patents, and copyrights serve as vital mechanisms for protecting innovation and creativity, yet women entrepreneurs frequently face unique challenges in navigating these legal frameworks⁶. Additionally, exploring the intersection of cyber equality and women's entrepreneurship within online spaces is imperative. Understanding how social media platforms, digital networks, and online marketing strategies influence the visibility and success of women-led businesses sheds

³ McAdam, M., *Women's Entrepreneurship* (Taylor & Francis, 2022)

⁴ Ojo, N. M. E., Mafimisebi, O. P., & Arndt, F., 11. Female Entrepreneurs' Innovativeness in Digital Business Ecosystems, in *Handbook on Digital Business Ecosystems: Strategies, Platforms, Technologies, Governance and Societal Challenges*, 143 (2022).

⁵ Mahajan, S., *Women Entrepreneurship in India*, *Global J. Mgmt. & Bus. Stud.* 3(10), 1143 (2013).

⁶ Charan, P., & Chaturvedi, S. *The Role of Technology in Women Entrepreneurship: Legal Issues and Challenges for Gen-Z*.

light on critical avenues for empowerment. Furthermore, examining the legal safeguards and gaps concerning online harassment and discrimination is essential. Women entrepreneurs often encounter barriers in their digital endeavours due to the prevalence of online harassment and discriminatory practices. By addressing these challenges and implementing effective legal protections, policymakers can create a more inclusive and supportive environment for women entrepreneurs in the digital economy.

II. LEGAL FRAMEWORK RELATED TO DIGITAL BUSINESSES IN INDIA

To ensure legal compliance and operational efficiency, establishing a digital business in India necessitates adhering to several key requirements:

1. Business Registration:

E-commerce and digital ventures are required to register with the Ministry of Corporate Affairs under the relevant laws. This entails incorporation under the *Indian Companies Act, 2013*, or as a foreign entity with Indian ownership or control⁷. Opting for a company or LLP structure provides limited liability protection and facilitates streamlined banking and GST registration processes.⁸

2. GST Registration:

GST registration is mandatory for all E-commerce businesses in India, irrespective of turnover, under the *Central Goods & Service Tax Act, 2017*⁹.

3. Bank Account:

Opening a business bank account is essential for seamless financial operations. It serves as a prerequisite for GST registration and facilitates transactions with E-commerce marketplaces or payment gateways.

4. Payment Gateway:

A payment gateway is vital for processing online payments securely. It enables acceptance of various payment modes and ensures timely transfer of funds to the business's bank account.

5. Legal Documentation:

To safeguard business interests and comply with regulations, E-commerce platforms must establish comprehensive terms and conditions, disclaimers, and privacy policies. Sellers

⁷ Indian Companies Act, 2013

⁸ Vivek M., How to Register a Company in India: Checklist 2024 (2024), <https://www.nobroker.in/blog/how-to-register-a-company-in-india/>.

⁹ Central Goods & Service Tax Act, 2017

operating through online marketplaces must also adhere to platform-specific seller agreements. In addition to these operational requirements, E-commerce businesses in India must also comply with various regulatory frameworks:

E-commerce businesses in India operate within a complex regulatory landscape encompassing various laws and regulations aimed at ensuring consumer protection, financial transparency, and fair-trade practices. *The Foreign Direct Investment (FDI) policy*, overseen by the *Ministry of Commerce and Industry*, permits 100% FDI in the marketplace model through the Automatic Route, necessitating compliance with FDI regulations.¹⁰ The Information Technology Act, 2000¹¹, governs E-commerce operations, mandating adherence to regulations concerning electronic contracts, transaction security, and digital signatures to combat cybercrime. Additionally, compliance with the *Payment and Settlements Systems Act, 2007*¹², is obligatory, requiring adherence to RBI rules for online transactions and payments, including the maintenance of active nodal accounts for settling payments to sellers.¹³

Consumer protection is further reinforced through the *Consumer Protection Act 2019*¹⁴, granting consumers rights to receive goods and services of acceptable quality and seek redressal for grievances and losses incurred. Moreover, adherence to labelling and packaging requirements under the *Legal Metrology Act of 2009*¹⁵ and compliance with food safety standards outlined in the *Food Safety and Standards Act of 2006*¹⁶ are essential for E-commerce businesses. Tax regulations, including the *Income Tax Act of 1961*¹⁷ and the Goods and Services Tax (GST) regime, must also be followed.

The regulatory landscape is continuously evolving, with initiatives such as the draft National E-commerce Policy focusing on cross-border data flows, intellectual property, and competition. Similarly, guidelines such as the draft *Non-Personal Data Governance Framework and the National Cyber 2020* aim to enhance cybersecurity measures and address data management concerns. Additionally, the Consumer Protection (E-Commerce) Rules, 2020¹⁸, prescribe requirements related to product labelling, country of origin disclosure, and information about

¹⁰ FDI in India: Foreign Direct Investment Policy of India, (n.d.), <https://www.investindia.gov.in/foreign-direct-investment>.

¹¹ The Information Technology Act, 2000

¹² Payment and Settlements Systems Act, 2007

¹³ Mehdiratta, A. (2021, October 22). Legal requirements and compliances for e-commerce business in India. Retrieved from <https://www.lexology.com/library/detail.aspx?g=4c2a783e-3d72-40f0-b1b8-55a68226c88b>

¹⁴ Consumer Protection Act, 2019

¹⁵ Legal Metrology Act of 2009

¹⁶ Food Safety and Standards Act of 2006

¹⁷ Income Tax Act, 1961

¹⁸ Consumer Protection (E-Commerce) Rules, 2020

returns, refunds, and warranties.¹⁹

E-commerce businesses are further guided by comprehensive guidelines aimed at preventing fraud, ensuring fair trade practices, and safeguarding consumer interests. These guidelines cover aspects such as product measurement, packaging, labelling, and the protection of sensitive customer information and data. Navigating this multifaceted regulatory framework is crucial for E-commerce businesses to ensure compliance, foster consumer trust, and sustainably operate within the Indian market.

Furthermore, initiatives aimed at promoting gender diversity and inclusivity in entrepreneurship have gained momentum in India. Recognizing the underutilized potential of women entrepreneurs, particularly in the digital economy, efforts are underway to address the challenges they face. These challenges include limited access to financial resources, marketing skills, and support systems, compounded by societal norms that often limit women to traditional roles such as homemakers and caregivers. To empower women entrepreneurs, initiatives like *Mahila E-Haat*, launched in 2016 under the '*Digital India*,' '*Stand Up India*,' and '*Make in India*' campaigns, have been instrumental. Additionally, mentorship programs, business incubators, and accelerators have been established to provide guidance and support to women-led startups.²⁰

The government has also introduced special provisions to support women entrepreneurs in the technology startup ecosystem. Educational initiatives like the *Vigyan Jyoti scheme* and scholarship programs such as *Pragati and Women in Engineering, Science, and Technology (WEST)* aim to enhance women's access to resources and opportunities for entrepreneurship. According to reports from the *Indian Brand Equity Foundation (IBEF)*, India boasts an estimated 13.5 to 15.7 million women-led startups, with women leading around 20.37% of the *Micro, Small, and Medium Enterprises (MSME) sector*. These statistics highlight the growing presence and potential of women entrepreneurs in India's business landscape, fuelled by initiatives aimed at fostering their growth and success.²¹

¹⁹ India - Online Marketplace and E-Commerce, (January 12, 2024), <https://www.trade.gov/country-commercial-guides/india-online-marketplace-and-e-commerce>

²⁰ C, J., & Perwez, S. K., Gender Inclusivity in Private Enterprise-Women Entrepreneurs in MSME, 6 J. Positive Sch. Psych. 3521 (2022).

²¹ Sampat, N., Unleashing the Powerhouses: Why Indian Women Entrepreneurs Are Revolutionizing the Startup Ecosystem, Times of India Blog (August 2, 2023), <https://timesofindia.indiatimes.com>.

III. THE IMPLICATION OF THE CURRENT LEGAL LANDSCAPE ON FEMALE ENTREPRENEURS

The legal and policy measures implemented by the Indian government hold significant sway over the landscape for women entrepreneurs in the digital economy, aiming to address the gender gap in entrepreneurship and foster a supportive environment for women-led businesses. One notable initiative is the National Entrepreneurship Policy for Women, strategically tailored to address the unique challenges and needs of women entrepreneurs. This policy outlines strategies to enhance startup and growth prospects by providing targeted support mechanisms. Complementing this initiative is the Startup India program, a pivotal cornerstone promoting women's entrepreneurship by offering a comprehensive ecosystem of support mechanisms.²² Through various schemes and partnerships, Startup India facilitates access to funding, mentorship, networking opportunities, and skill development programs, empowering women to establish and scale their ventures successfully. Moreover, targeted economic empowerment schemes such as the Economic Empowerment of Women Enterprises and Start-up by Women provide crucial financial assistance, training, and counselling to bridge the financial gap and equip women with essential knowledge and skills for business ownership. Additionally, financial support mechanisms like the Stand Up India Scheme, integrated within the broader MSME Policy framework, offer women entrepreneurs access to credit facilities and capital, further facilitating their business endeavours.

In parallel, considering the tax implications for the digital economy, including individuals providing digital services such as gig workers, becomes imperative. Tax structures and regulations can significantly impact incentives for individuals, including women, to incorporate and declare income from digital works. Furthermore, historically, the Indian government has extended specific tax benefits and reliefs to women, such as higher basic tax exemptions and lowered rebates on property tax, as part of efforts to promote financial inclusion and strengthen women's participation in the workforce. These combined efforts signify the government's commitment to promoting gender equality, economic empowerment, and inclusivity in the entrepreneurial landscape, aiming to harness women's potential as drivers of innovation and socioeconomic progress in the digital economy and beyond.

IV. CHALLENGES FACED BY FEMALE ENTREPRENEURS IN THE DIGITAL ECONOMY

²² Brooks, L., Women Entrepreneurs in India Usher in a New Era of Startups (August 4, 2023), <https://womenentrepreneursgrowglobal.org/2023/08/07/women-entrepreneurs-in-india-usher-in-a-new-era-of-startups/>

Women entrepreneurs in the digital economy encounter a range of obstacles that hinder their progress and success. *Firstly*, gender bias presents a significant challenge, impeding women's access to funding, resources, and networking opportunities. This bias perpetuates inequalities in entrepreneurship and limits the growth potential of female-led ventures. *Secondly*, women entrepreneurs often face a lack of access to finance, which can hinder the growth of their ventures. This financial constraint limits innovation and expansion, hampering the competitiveness of women-owned businesses in the digital sphere.

Thirdly, the underrepresentation of women in the technology and digital industries further complicates matters for female entrepreneurs. Limited visibility and representation make it challenging for women to establish themselves in these sectors, constraining their opportunities for growth and advancement. *Fourthly*, Balancing work and personal life poses another significant challenge for women entrepreneurs in the digital economy. Juggling business responsibilities with familial obligations can lead to stress and burnout, impacting both personal well-being and professional performance.

Fifthly, women entrepreneurs are vulnerable to cybersecurity risks, such as online harassment and cyberstalking, which can adversely affect their mental health and business operations. This adds layer of complexity to their entrepreneurial journey. Moreover, the digital divide exacerbates challenges for women entrepreneurs in developing countries, limiting their access to digital resources and opportunities. This hampers their ability to fully participate in the digital economy and stifles their competitiveness. *Finally*, social and cultural norms can further impede women's participation in the digital economy and pose additional challenges for women entrepreneurs.

The COVID-19 pandemic has exacerbated these challenges, leading to a significant decline in revenue for women-owned businesses. Studies have highlighted the disproportionate impact of the pandemic on women entrepreneurs, particularly those in industries most affected by the crisis. Despite these challenges, women entrepreneurs have demonstrated resilience and adaptability, pivoting their business models to navigate the impact of the pandemic. However, targeted support and interventions are essential to address the gender-specific barriers faced by women entrepreneurs in the digital economy in India.²³

V. INTELLECTUAL PROPERTY RIGHTS & WOMEN-LED BUSINESSES

Women entrepreneurs in India face notable challenges in obtaining and utilizing intellectual

²³ Torres, J., Maduko, F., Gaddis, I., Iacovone, L., & Beegle, K., The Impact of the COVID-19 Pandemic on Women-Led Businesses, 38 World Bank Res. Observer 36 (2023)

property rights (IPR). These hurdles are compounded by the gender digital divide, where women, particularly those facing intersectional discrimination, encounter lower rates of internet and Information and Communications Technology (ICT) access. Despite these obstacles, various initiatives are underway to mitigate these disparities and empower women in the field of intellectual property.

To address the gender disparities in IPR, the Indian government has introduced several programs. For instance, initiatives like *Bio-CARe* and *KIRAN* schemes aim to foster women's participation in research and development activities, providing them with opportunities to engage in innovative endeavours. These programs not only encourage women entrepreneurs to explore their potential in intellectual property but also contribute to bridging the gender gap in innovation and entrepreneurship.²⁴

Additionally, the *Office of the Controller General of Patents, Designs, and Trade Marks* (CGPDTM) in India has implemented measures to support women entrepreneurs in securing and leveraging intellectual property rights. One such initiative includes an 80% fee reduction offered to start-ups and women entrepreneurs, making it more accessible for them to protect their innovations and creations. This fee reduction not only eases the financial burden on women entrepreneurs but also encourages them to actively pursue intellectual property protection for their ventures.²⁵

Furthermore, international efforts, such as the *Intellectual Property and Gender Action Plan* (IPGAP), are contributing to the empowerment of women in the entrepreneurial landscape. Through training programs and support initiatives, IPGAP aims to enhance women's knowledge and skills in the field of intellectual property, enabling them to navigate the complexities of IPR and leverage it to their advantage. By providing women entrepreneurs with the necessary tools and resources, IPGAP fosters their participation in innovation and entrepreneurship, ultimately promoting gender equality and inclusive growth.

These initiatives are integral to promoting gender equality and empowering women in India's entrepreneurial and innovation ecosystem. By addressing the barriers to obtaining and utilizing intellectual property rights, these programs pave the way for women entrepreneurs to thrive and contribute to India's economic growth and innovation landscape in meaningful ways.

²⁴ Government has Taken Several Corrective Steps to Encourage Women Scientists in Research Activities: Dr. Harsh Vardhan, <https://pib.gov.in/pressreleaseiframepage.aspx?prid=1694537>.

²⁵ Empowering and Embracing Women in IPR and Innovation - Policies and Measures in Africa, China, India, Latin America or South-East Asia (World IP Day 2023), (April 26, 2023), https://intellectual-property-helpdesk.ec.europa.eu/news-events/news/empowering-and-embracing-women-ipr-and-innovation-policies-and-measures-africa-china-india-latin-2023-04-26_en.

VI. LEGAL DIMENSIONS OF FEMALE DIGITAL ENTREPRENEURSHIP

Legal frameworks ought to cope with the affordability issue to ensure that virtual resources are economically available to absolutely everyone. A special emphasis has to be placed on reducing the disproportionate effect on women. The identity of the "*digital gender divide*," which notes that women have distinct obstacles from men with regards to obtaining, using, and acquiring digital technologies, is a crucial component. The prices related to net entry and digital tool possession differ between international locations and regions, highlighting the importance of worldwide and local legal measures to enhance accessibility and foster inclusivity. Furthermore, felony issues converge with instructional strategies to cope with issues like era attention and literacy. Legislation has to advance gender parity in schooling and dispel preconceptions that might be holding women returned from pursuing careers in STEM. The virtual gender disparities are largely encouraged with the aid of sociocultural troubles as well. For instance, some ladies keep away from the use of the internet because they consider it to be socially flawed. To guarantee that women have the liberty to get admission to virtual sources without encountering cultural barriers, prison measures ought to work to question and regulate such norms.

Legislation aimed at stopping and addressing gender-primarily based violence online ought to be developed, with a selected emphasis on gathering standardized facts for tracking improvements and offering steering for successful interventions. Legal tasks in affluent international locations must deal with sociocultural prejudices that save women from rising to excessive positions in virtual groups.

Family aid is proven to be a critical factor, and regulatory frameworks ought to aim to create a putting wherein families actively sell and assist women's use of the Internet. Legal attention is vital to coping with protection-related problems, inclusive of cyberviolence and harassment, to safeguard women on the cyber space. This entails the usage of the prison gadget to fight discriminatory practices to promote inclusivity and diversity. Laws must also encourage the development of digital infrastructure in rural areas to assure women of their truthful right of entry to digital resources. To create an honest and inclusive virtual environment where ladies and ladies may also fully participate and profit from the opportunities given through virtual transformation, the prison elements of access to virtual assets are crucial.²⁶

²⁶ Acker, J., Inequality Regimes: Gender, Class, and Race in Organizations, *Gender & Soc'y* 20, no. 4, 441–64 (2006).

VII. INVESTIGATION INTO THE GLOBAL NARRATIVE OF FEMALE ENTREPRENEURSHIP

Diverse elements, such as sociocultural factors, monetary challenges, and men or women and environmental influences inspire the utilization of social media by women marketers. The research outcomes remove darkness from the dynamic interaction of these factors, shaping the way female marketers hire virtual equipment to overcome limitations and beautify the merchandising in their companies. There have been several investigations as to the narrative that currently exists on the global landscape concerning women in entrepreneurship.

Iqbal's 2020 examination unveiled that sociocultural elements have an advantageous however statistically insignificant moderating effect on the adoption of social media, at the same time as monetary demanding situations substantially and positively have an effect on this adoption²⁷. Likewise, *Jose's* studies indicated that female marketers actively use social media and chat apps for enterprise advertising, using structures like Facebook for logo creation and WhatsApp for direct product advertising and marketing. Digital gear is more and more considered extra effective than conventional strategies in business advertising²⁸.

Additionally, *Suseno and Abbott* highlighted the pivotal position of individual identity, impacts, and environmental factors in proscribing women marketers' ventures. Technology, but, emerges as a facilitator, supplying opportunities to overcome barriers. This emphasized the era's twin role in fostering social innovation inside women marketers' ventures, both via technology-embodied and era-enabled social innovation²⁹. Moreover, female entrepreneurs explicitly have a compelling need for the activation of social media utilization to connect to corporations assisting entrepreneurship and small and medium establishments. These offerings are prioritized many of the offerings sought by government and personal institutions that support small and medium firms—exploring female marketers in Saudi Arabia, the Middle East, North Africa (MENA) place, and Asian international locations famous for a complex panorama of challenges and strengths. In Saudi Arabia, notwithstanding facing challenges, female marketers own vast strengths, contributing significantly to the kingdom's economic system and society. Common tendencies with their MENA counterparts consist of ambition, independence, and a willingness to take dangers, with differences in educational backgrounds and entrepreneurial

²⁷ Iqbal, T., Understanding the Perception of Women Entrepreneurs and Their Adoption of Social Media: Strategies and Challenges in the Kingdom of Saudi Arabia, *J. Entrepreneurship Educ.* 23, no. 5, 1–21 (2020).

²⁸ Jose, S., Strategic Use of Digital Promotion Strategies among Female Emigrant Entrepreneurs in UAE, *Int'l J. Emerging Mkts.* 13, no. 6, 1699–1718 (2018).

²⁹ Ahl, Helene, Why Research on Women Entrepreneurs Needs New Directions, *Entrepreneurship Theory & Practice* 30.5, 595–621 (2006).

ability acquisition.

It is pertinent to note that across 8 Asian countries, women entrepreneurs are diagnosed as drivers of monetary increase, displaying a variety of backgrounds, motivations, demanding situations, and possibilities. They confront varying tiers of gender inequality and discrimination, with shared success factors such as strong self-efficacy, mentoring, and networking to get entry to, their family guide, social and environmental consciousness, and a dedication to innovation and creativity.

VIII. INTERNATIONAL INTERSECTIONALITY IN DIGITAL ENTREPRENEURSHIP OF WOMEN

Kimberlé Crenshaw's pioneering work, intersectionality has become a vital lens for understanding the complex realities individuals face at the crossroads of various oppressive regimes. Discrimination is context-based and rooted in societal institutions. While widely adopted in the social sciences, intersectionality is only emerging in entrepreneurship studies, gaining attention from policymakers and support groups. Importantly, the usage of intersectionality as a paradigm for analysing intersecting dynamics has transferred into theorizing and influencing policy debates³⁰.

While intersectionality is well-established in the social sciences, its presence in entrepreneurship studies is still nascent, emerging as an agenda. Entrepreneurship remains characterized by using hierarchies, which give marketers unequal admission to opportunities and sources. The field of gender and feminist studies has evolved in tandem with theoretical advancements in the fields of ethnic minority and migrant entrepreneurship. This evolution stems from the popularity of limitations confronted by female marketers whilst trying to access networks and finance, in addition to the overall performance of women's new ventures in contrast to men's. Recent studies have shifted away from the idea of empowerment to investigate the risks related to neoliberal assumptions and endorse better contextual integration of women entrepreneurship. The environments in which migratory female marketers work restrict their agency and their ability to gain or create entrepreneurial possibilities.

The intersectional principle has been delivered to entrepreneurship look at by way of those studies, taking into consideration the complexity of diversifying societies. These, but, are currently often limited to the examination of two dimensions and seldom think about the intersection of several traits along with age, neurodiversity, faith, or other *Sexual Orientation*

³⁰ Ceia, Vanessa, Benji Nothwehr, and Liz Wagner. Gender and Technology: A rights-based and intersectional analysis of key trends. (2021).

*and Gender Identity (SOGI) dimensions*³¹. Intersectionality needs to be considered now not simply in phrases of the particular traits of marginalized marketers, but additionally in phrases of the backdrop of intersectional discrimination. Intersectionality emphasizes systemic difficulties of numerous intersecting oppressions, implying a contextualised angle on entrepreneurial boundaries and capacity. What has been ignored is the people's lived reports of intersectional discrimination, hardships, and motives in their entrepreneurial endeavours in the face of such systemic constraints. Intersecting social systems and settings affects human being's actual-existence stories, identities, and entrepreneurial actions.

IX. WAY FORWARD AND RECOMMENDATIONS

Addressing the challenges faced by women entrepreneurs in India's digital space necessitates a multifaceted approach that combines policy interventions, practical support mechanisms, and cultural shifts. To begin with, efforts must be intensified to close the digital gender gap by providing women with enhanced access to digital skills and affordable internet connectivity. This entails the creation of targeted training programs and short-term courses focusing on online marketing, business digitalization, and information technology, specifically tailored to meet the needs of women entrepreneurs. Moreover, practical assistance should be extended to those who may encounter technological barriers, thereby enabling them to navigate the complexities of digital entrepreneurship with confidence.

Furthermore, legal measures must be enacted to address various facets of digital inclusion and empowerment for women entrepreneurs. This includes advocating for the affordability of digital resources through subsidies, tax incentives, or regulatory frameworks. It also involves promoting digital literacy by integrating it into school curricula and advancing gender equality in education to encourage more women and young girls to pursue careers in STEM fields³². Additionally, legislation targeting cyber violence and harassment is imperative to ensure the safety and security of women online, along with clear guidelines for reporting incidents and consequences for perpetrators.

Moreover, there is a pressing need to combat discriminatory practices within digital organizations by implementing measures such as quotas, affirmative action policies, and penalties for discriminatory behaviour³³. Simultaneously, efforts should be directed towards

³¹ Hawsawi, Zainab, Unpacking the Dynamics of Digital Entrepreneurship: Managing Work-Family Boundaries among Women Entrepreneurs, *J. Information Tech. Mgmt.* 15, Special Issue, 202–235 (2023).

³² Polach, J., HRD's Role in Work-Life Integration Issues: Moving the Workforce to a Change in Mindset, *Hum. Resource Dev. Int'l* 6, no. 1, 57–68 (2003).

³³ Buttner, E. H., & Moore, D. P., Women's Organizational Exodus to Entrepreneurship: Self-Reported Motivations and Correlates with Success, *J. Small Bus. Mgmt.* 35, 34–46 (1997).

promoting digital infrastructure development in rural areas to ensure equitable access to digital resources for women across all regions. Facilitating mentorship programs and networking opportunities for women entrepreneurs can further enhance their capabilities and enable them to overcome challenges effectively.

In conclusion, the way forward for supporting women entrepreneurs in India's digital space entails a holistic approach encompassing policy reforms, practical support mechanisms, and cultural interventions. By implementing these recommendations, stakeholders, policymakers, and legal systems can work collaboratively to create an inclusive and empowering environment that fosters gender equality and facilitates the success of women entrepreneurs in the digital economy.

X. CONCLUSION

In conclusion, it is pertinent to take upon a comprehensive and nuanced strategy in tackling the challenges faced by women entrepreneurs within India's digital landscape. There is a critical need for an intensified effort to bridge the digital gender gap, prioritizing the provision of enhanced access to digital skills and affordable internet connectivity for women. Moving beyond mere technological remedies, there is a crucial call for the formulation and execution of gender-inclusive policies and institutional frameworks. These initiatives aim to establish an environment that is favourable for the growth of women's entrepreneurship within the digital sphere. Furthermore, it is significant to calculate a support system through the promotion of female role models and the establishment of networking opportunities. Empowering women entrepreneurs through these means not only enhances their capabilities but also equips them to effectively navigate and overcome the specific challenges they encounter. This multifaceted approach is deemed essential for fostering a sustainable and inclusive digital ecosystem that not only addresses existing barriers but also unlocks the full potential of women entrepreneurs, thereby contributing to the broader economic growth and social development of the nation.
