

"A man is
great by
deeds, not by
birth"

-Chanakya

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Enhancing market access of women micro-entrepreneurs through online platforms: A study of women micro-entrepreneurs of Kudumbashree, Kerala

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Abstract:

The unparalleled spread of COVID 19 into a global pandemic has wreaked havoc for industry and business. The consequent lockdown and social distancing norms imposed by governments to stall the virus spread have jeopardized several businesses that frequently interface with customers. Small businesses are more vulnerable to market contractions as they have a relatively lower level of competitiveness. Perhaps the most affected have been the micro-enterprises who sell their produce in local markets. Even though Kudumbashree micro-enterprises operate across the state and are well recognized as a state-level brand known for its quality and homeliness, expanding market reach has always been a challenge for women micro-entrepreneurs. The Mission decided to rescue several micro-enterprises from penury by introducing them to online marketing platforms. This study explores the challenges that women micro-entrepreneurs faced as they migrated to online platforms during the pandemic.

Keywords: micro-enterprise, woman micro-entrepreneur, online retail, home shop, market access, Kudumbashree bazaar, online marketplace, online platform

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