

Hometrepreneurship: Transforming Domestic Skills into Economic Assets for India's 2047 Vision

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ABSTRACT

As India advances toward its 2047 development vision, the persistent underutilization of women's economic potential remains a critical challenge. The female workforce participation is significantly lower than that of males. This study presents Hometrepreneurship as an innovative framework to promote inclusive economic growth. This research is developed as a concept note and initially presented as a poster at the Globalizing Indian Thought 2025 hosted by Indian Institute of Management Kozhikode, and subsequently refined based on expert feedback and suggestions.

The primary objective of the study is to propose a comprehensive model for home based nano entrepreneurship that leverages women's existing skills while preserving cultural integrity and family structures. The research adopts a conceptual and policy-oriented approach, drawing on secondary data from government and institutional sources. It examines structural barriers that limit women's ability to monetize domestic competencies and evaluates emerging policy frameworks, especially for Kerala's regulatory initiatives, as scalable models. The study also explores clustering strategies, digital integration and financial inclusion mechanisms to enhance enterprise sustainability and market access.

Findings indicate that Hometrepreneurship can effectively transform underutilised household skills such as culinary practices, handicrafts and care services into viable income-generating activities. The model promotes flexible operations, community-based clustering, and efficient utilisation of domestic resources, with strong potential for formalising millions of women-led enterprises.

The study concludes that Hometrepreneurship offers a practical and scalable pathway for women's economic empowerment in India. By integrating traditional knowledge with modern market systems and supportive policy frameworks, it can convert invisible domestic contributions into measurable economic outputs, thereby supporting inclusive and sustainable national growth.

Keywords: Hometrepreneurship, Nano Entrepreneurship, Cultural Economy, Women Entrepreneurship

INTRODUCTION

India, on the 100th anniversary of its independence, is dreaming of a developed India. As India progresses toward its ambitious 2047 development vision, a significant challenge emerges. The considerable underutilization of women's professional potential across the nation represents a major obstacle to achieving these goals. Current employment data demonstrates that female workforce participation remains at only 32.8%, compared with 77.2% for males, while urban participation rates decline further to 23.8% (DGE, 2024). This substantial gap not only highlights persistent systemic inequities but also represents a profound economic inefficiency, with potential

GDP losses reaching hundreds of billions. The available evidence clearly indicates that India is failing to harness considerable human capital, particularly among its female population.

This research introduces "Hometrepreneurship" as an innovative solution that transforms homes into small business centers. The concept allows people to turn their traditional knowledge and skills into profitable businesses. Hometrepreneurship works differently from regular business models because it operates within people's existing cultural practices and values. These home-based enterprises create steady income through very small-scale operations that fit naturally into daily life. By building on what people already know and do, Hometrepreneurship offer a practical path to economic independence while respecting cultural traditions.

Conceptual Framework and Problem Definition

Hometrepreneurship is built on a simple but important idea. Indian women have remarkable skills in many areas. These include cooking, food processing, caring for families and communities, and creating traditional handicrafts. Despite having these valuable abilities, women cannot easily turn them into income generating activities. This happens because various structural barriers prevent women from monetizing their existing competencies (Yadav & Singh, 2021). The result is that women's economic contributions remain largely unrecognized and undervalued in formal economic systems.

Contemporary nano enterprise policies lack targeted approaches for home-based operations, particularly those led by women. Analysis of unincorporated sector data demonstrates that while female proprietorship has grown to 26.2% in recent assessments, approximately 95.6% remain outside formal recognition systems (NITI Aayog, 2023). This invisibility perpetuates economic marginalization despite demonstrable business acumen.

Objectives

Primary Objective

Developing a comprehensive framework for home based nano entrepreneurship that capitalizes on women's existing competencies while maintaining cultural integrity and family structures.

Key Research Inquiries

1. How can domestic environments be optimized as productive spaces without compromising household harmony?
2. What policy modifications would facilitate formal recognition and support for home-based enterprises?
3. Which clustering mechanisms could enhance individual enterprise sustainability and market access?
4. What are the measurable impacts on household economics and community development?

Hometrepreneurship Architecture

Operational Definition

Home-based commercial activities with investments below ₹5 lakh, primarily managed by women, leveraging household skills and cultural knowledge to produce marketable goods and services across B2C and B2B segments.

Structural Components

Skill Monetization Pathways

- Culinary Enterprises: Traditional food preparation techniques adapted for commercial markets.

- Agricultural Processing: Post harvest value addition and organic production.
- Care Service Provision: Healthcare support, childcare and eldercare services.
- Heritage Craft Production: Traditional textiles, handicrafts and artistic expressions.

Operational Flexibility Models

- Primary Income Generation: Full-commitment enterprises serving as household's main revenue source.
- Supplementary Income Creation: Part time activities complementing existing earnings.
- Seasonal Operations: Agriculture linked activities during specific periods.
- Collective Ventures: Multi household collaborative enterprises.

Policy Innovation Framework: Kerala's Leadership

Kerala's recent regulatory innovation provides a compelling template for national adoption. The state's 2025 licensing rules make it easier for small businesses to operate from home. These rules allow Category 1 enterprises with investments below ₹10 lakh to run their businesses from residential areas. Business owners can use up to 50% of their home space for commercial activities (Kerala Government, 2025). This forward thinking approach shows that home based businesses can work in practice. It also helps solve important regulatory issues that previously prevented such operations.

National Scaling Recommendations

- Recognition Integration: Establishing Hometrepreneurship within existing nano enterprise classifications.
- Administrative Streamlining: Implementing rapid approval mechanisms (5-7 days) for home based operations.
- Financial Accessibility: Extending interest subsidies and micro credit facilities specifically designed for domestic enterprises.
- Digital Empowerment: Creating creates online platforms for skill development, market access and business mentorship.

Cultural Heritage Integration Strategy

Hometrepreneurship uniquely preserves India's diverse cultural heritage through economic activities. This approach works in three important ways.

1. Traditional Knowledge Valorization: Transforms ancestral techniques, recipes, and craftsmanship into sustainable business models. This process maintains authenticity and cultural significance while generating income.
2. Intergenerational Continuity: Facilitates experienced practitioners share their knowledge with younger generations. Economic incentives make this knowledge transfer more effective than relying only on cultural obligations.
3. Community-Based Development: Implements clustering strategies that strengthen social bonds while creating economic opportunities. This approach addresses urbanization pressures on traditional communities by providing local economic alternatives.

Cluster Development Strategy

Geographic Organization Principles:

- Competency Based Groupings: Food processing centers, textile production hubs and agricultural value addition zones form the core operational clusters.
- Heritage Focused Clusters: Concentrate on region specific traditional product manufacturing that maintains geographic authenticity.

- **Market Oriented Networks:** Include urban service provision clusters and rural tourism support enterprises.

Clustering Advantages

- **Resource Optimization:** Allows participants to share infrastructure and equipment, which reduces individual capital requirements.
 - **Market Power Enhancement:** Enables collective negotiation capabilities for both materials procurement and product sales.
 - **Knowledge Ecosystem Creation:** Develops through peer learning networks and experience sharing platforms.
 - **Brand Development:** Geographic recognition similar to traditional indication systems.
- These clustering benefits make individual home enterprises more viable and sustainable while preserving community connections.

Economic Impact Projections

Household Financial Enhancement

India currently has approximately 6.50 crore unincorporated enterprises operating across the country. Targeted Hometrepreneurship programs could potentially formalize 2 to 3 crore women led operations. This formalization would substantially advance the 70% female workforce participation target. Achieving this target is essential for meeting India's 2047 development objectives (PIB, 2024).

Income Augmentation: Household income increases through women's economic activation.

- **Local Demand Stimulation:** Enhanced purchasing power creating community level multiplier effects.
- **Migration Pressure Reduction:** Viable local employment alternatives reducing urban migration pressures.

Resource Utilization Efficiency

- **Space Optimization:** Converting underutilized domestic areas (up to 50% per Kerala model) for productive activities
- **Skill Capitalization:** Monetizing existing capabilities requiring minimal additional training investments
- **Local Material Integration:** Utilizing regional resources and reducing external dependencies

Macroeconomic Contributions

With approximately 6.50 crore unincorporated enterprises currently operating nationally, targeted Hometrepreneurship programs could potentially formalize 2-3 crore women led operations, substantially advancing the 70% female workforce participation target essential for 2047 development objectives (PIB, 2024).

Gender Inclusivity and Male Engagement

The Hometrepreneurship model primarily focuses on women's economic empowerment. However, it also allows for broader participation from other family members.

- **Partnership Roles:** Male family members can take partnership roles as supporting participants in women led enterprises. This involvement helps ensure business success while also developing stronger collaborative relationships within families. The model recognizes that family co-operation often leads to better business outcomes and improved household dynamics.
- **Complementary Skills:** Even when employed elsewhere, men can lend their specialized technical or marketing skills to support her enterprise and enhance its performance.
- **Independent Operations:** Male dominated service areas (repairs, technical support) adapted for home based delivery.

Technology Integration and Innovation

Digital Platform Utilization: Leveraging India's robust digital infrastructure for:

- *Market Access Expansion:* E-commerce integration enabling national and international reach.
- *Capacity Building:* Online and offline training programs and certification systems.
- *Financial Inclusion:* Digital payment systems and micro-financing platforms.
- *Quality Assurance:* Certification processes and brand development support.

Appropriate Technology Adoption: Promoting technologies that enhance productivity while preserving traditional methods and minimizing capital requirements.

CONCLUSION

Hometrepreneurship represents a major shift in how India approaches women's economic empowerment and skill utilization. This model reimagines domestic spaces as productive business centers. It addresses employment challenges while preserving cultural heritage and strengthening community structures. The approach simplifies complex entrepreneurial concepts for everyday implementation.

Kerala's successful policy innovation demonstrates that this model works in practice. Growing female entrepreneurship rates show that society is ready for systematic implementation of these programs. The strategic integration of traditional skills with modern market systems positions Hometrepreneurship as a foundation for achieving India's 2047 development goals.

This approach works through careful policy design, community awareness and engagement, and technology integration. Hometrepreneurship can transform invisible household capabilities into visible economic contributions. This transformation ultimately supports the nation's journey toward comprehensive development and prosperity.

The model allows India to leverage its demographic dividend, especially among young people. This happens without sacrificing core cultural values or natural resources. By launching small scale green enterprises, communities can drive meaningful results and foster environmental sustainability. Hometrepreneurship thus offers a practical path forward for inclusive economic growth. Beyond a Homepreneur who manages business from their own home, Hometrepreneurship broadens their scope to leverage local and national resources very well.

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