



Role of Digitalization in Leading Sustainable Livelihood of Tribal Women Entrepreneurs: A Study of Socio–Economic Condition in Anuppur District of Madhya Pradesh

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ABSTRACT :

This study looks at how digitalization platforms help tribal women business owners in Madhya Pradesh's Anuppur district ensure long-term financial stability. The analysis of the existing data identified several gaps regarding women's current livelihoods and the impact of digital platforms on identified gaps and barriers to women's economic development and income generation. Because of the rapid development of digital tools and government efforts as to promote digital inclusion, tribal women have started their own businesses and improved their socio-economic conditions. This study used secondary data sources, such as state government and non-government reports and existing literature, to inquire, how access to digital technology impacts income, education, market access, and women's overall empowerment. Digital platforms have given tribal women opportunities for diversifying their income sources, gaining market access, and building the confidence in managing their businesses, still some challenges persist, including low levels of internet connectivity, digital illiteracy, and cultural stigma. The researchers recommend implementing inclusive policies and providing resources to enhance digital skills for tribal women entrepreneurs.

Keywords: Entrepreneurship, Digitalization, Sustainable livelihoods, Socio-economic condition, Tribal women entrepreneurs

INTRODUCTION

Madhya Pradesh is considered one of the most predominantly tribal states in India; according to Census (2011), 21% of Madhya Pradesh's people identify as tribal. The Anuppur district has a predominantly tribal population; nearly 50% of Anuppur's total population is tribal (49.7%). There are very many types of tribes, e.g., Gonds, Bagas, Kols, etc. Indigenous groups having its own culture and economy from which many tribal women are starting their own micro-businesses and have taken on the risk to search new methods of running their company which continue to develop financial independence through experience as they develop their company with new methods of operation i.e. their financial independence. This will directly affect the way that will see their own financial situation and to be a way for women to give back to their families that make a positive impact to improve their families Well-being, which is evident from women doing a variety of work in field like agriculture, wood-crafting and domestics. For the most part, most of the economic activities of Indigenous women occur in making and selling arts and crafts, decorative paint finishes, honey, spices and medicinal herbs, agriculture (like- rice, maize, vegetables), non-timber forest products, wood and bamboo furniture according to what is currently in demand (Pravesh,2016) and through identification and estimation of traditional skills via indigenous peoples will be essential to creating a future in which they can become self-sufficient and as well as successful without any external support (Bansal et al,2023), currently global economy is experiencing a shift as it undergoes a change into a period of transformation caused by the past decade's development of the world's digital economy with this transition, which also known as the transformation of the global economy from one of traditional finance systems (Salem and Shahimi,2025).

The arrival of the digital age will benefit women through increased ownership of a variety of technology devices and will create new opportunities for them to provide for themselves while also helping to lead their communities (Rani et al,2025). The local environment has had a significant impact on

everyday life in Anuppur District by many tribes. While still other families depend on the forest for their livelihood, many tribes have begun seasonal agriculture or are producing small scale handicrafts (Acherjee et al.,2023). Historically, access for sale through a brick-and-mortar store or cart vendor has been limited to tribal women selling their handicrafts to local shops or intermediaries. When tribal women sell their handicraft through a brick-and-mortar store, they receive a very small fraction of the profits generated from their sales (Vignesh et al.,2025). By using the TRIFED online portal, artisans can market their crafts to a wider audience, with access to both national and international buyers (Kalpana 2006). Digitalization has enabled increased control of earning by men and women in tribal households, leading to increased household food security and educational attainment of children, as well as increased decision-making authority of women within the family because women now have greater control their earnings (Mukherjee et al.,2023). Moreover, the portal supports the sustainable preservation of culture by allowing artisans to develop their traditional craft and forest-based products into economically viable and environmentally sustainable businesses, rather than having to rely on wage employment to survive and ultimately give up their traditional lifestyle. Although the challenges remain such as the requirement of better internet connectivity in rural areas; and, greater levels of training in digital skills, however, the transition to new technologies is clearly underway (Sahay and Kujur, 2025). Women in regions like Anuppur are no longer simply passive recipients of the benefits of this digital transformation they are the entrepreneurs who are shaping the growth of strong and independent communities (Sonam and Nimesh, 2025). Fact that they are using their traditional knowledge as effective means to create sustainable livelihoods shows that traditional knowledge and technology can co-exist to improve life quality (Bansal et al.,2023). They have access to both domestic and foreign markets thanks to digital tools like smartphones, social media (Facebook, Instagram), e-commerce, and e-payment systems. These tools also give them the chance to maintain products and business records, conduct financial transactions, train employees, and come up with new ideas. At the district level, digitalization has had little real impact on the socioeconomic circumstances of tribal women entrepreneurs. This study examines the potential effects of digitalization on tribal women entrepreneurs in the Anuppur district of Madhya Pradesh. It is possible to make temporary livelihoods sustainable.

LITERATURE REVIEW

Tribals experience reduced operational costs and increased access to markets due to the elimination of the geographic isolation that typically defines trading routes in such an economy (Koza and Ravi, 2026). The Tribe Women of India are a unique group that was showing resilience despite ongoing discrimination, and had consistently relied upon subsistence agricultural practices including the use of forest development for their livelihood, both ways exposing these women to the risks of climate change and market fluctuations (Maharana et al.,2025; Rao and Soni,2016). Research conducted in the Durgapur district (which has social and economic conditions similar to Anuppur) indicates that about 70% of the tribal population there is illiterate and more than 90% are involved in agriculture in the primary sector (Meena,2024). One topic that has garnered much discussion in literature surrounding tribal women is domestic unpaid work. In many tribal societies women spend between eight and ten hours daily engaged in farming/harvesting/collecting/firewood and other non-wage- earning activities, however these women continue to be viewed as doing domestic work and are not acknowledged for their contribution to the economy through unpaid care work (Dagar & Upadhyay,2022). Women who are economically independent will have an increased presence in the decision - making processes and they must therefore be capable of making processes and must therefore be capable of making themselves independent through entrepreneurship (Dixit,2024; Ranawat et al.,2025). Furthermore, entrepreneurship has recently gained significance as a means of establishing a woman's position and improving her quality of life amongst her peers in society. As an illustration, research carried out in Chhota Nagpur has demonstrated that entrepreneurship has been an effective means of supporting the movement of women through the numerous barriers to access created by structures with the potential for confidence building (Sonam and Nimesh,2025). Empowerment has the potential to occur through cottage industries as indigenous knowledge (such as handloom weaving and natural food preparation) will be revitalized using an innovative approach to delivering it. The success of the identified entrepreneurial initiatives may be significantly dependent on the ability to combine skill with that currently available to individuals and communities today. When analyzing the livelihood projects of the southern tribes of Rajasthan, Majority of cases, that women employed in the project have increased the security of their households by contributing to the household economy; however, in many instances they find it challenging to develop a savings habit prior to receiving financial literacy education (Ranawat et al.,2018). Banks have been advancing their efforts with respect to digital finance and improving efficiency in the period leading up to the current time. As a result, ethnographically-based research conducted in Anuppur has identified the use of smart phones by members of Gond and Panika tribes, respectively as a means that members of the tribes can seek out answers to their personal/professional challenges without having to contact anyone else for assistance (Acherjee et al.,2023). Concerning market integration, consumers of products from these tribes have expressed increased interest in such products as result of low-cost advertising strategies via use of digital platforms and social media (Koza and Ravi, 2026; Kumar, 2026). Additionally, evidence accumulated over time through research conducted by Gaikwad and Vaman suggests that using Digital Tools to assist with running a Micro-Enterprise will increase chances of long- term success by 19% to 58% over 10 years (Gaikwad and Vaman,2026). While there is substantial evidence of potential for technological advancements, there continues to be a considerable digital gender divide in Madhya Pradesh that inhibits many women in the tribal communities from accessing digital divide in Madhya Pradesh which inhibits many women in the tribal community of Alirajpur, in particular, face significant barriers due to the deeply rooted patriarchal systems within their society, resulting in marginalization.

Social customs and cultural policing continue to be barriers for women trying to access digital information and educational opportunities (Dixit,2024); in addition, other barriers continue to prohibit the rural tribes of Madhya Pradesh from adopting any type of technology. Specifically, poor internet connectivity and a low level of computer literacy among rural citizens are major hindrances in the adoption and use of technology (Koza and Ravi, 2026). Findings from a study on the internet Saathi programme offer more insight regarding digitalization in rural tribal regions of Madhya Pradesh. It was established that although the program increased the digital literacy of women and enabled them to access government programs and projects, the benefits were always hampered by the same constraints of internet connectivity and cultural policing (Vasava,2025).

RESEARCH GAP

Existing research provides a broad look at tribal poverty in states like Rajasthan and Jharkhand. There is a lack of site-specific data for the Anuppur district of Madhya Pradesh. Many studies done in the same region (like Dungarpur) have heavily focused on the high illiteracy (over 70%) and predominately primary occupation (90%), due to a large percentage of individuals in the area have primary occupation and earn their livelihood predominate populations, the relationship of their population structure and dependence on forest products is not well understood (Acherjee et al.,2023).

OBJECTIVES OF THE STUDY

1. To examine the socioeconomic aspects of women tribal entrepreneurs in Anuppur district, Madhya Pradesh, based on their literacy rate, population structure and dependence on forests and crafts.
2. To analyze the effect of digitalization on women entrepreneurship by considering the contributions of TRIFED initiatives.

METHODOLOGY

An analysis of the socio-economic conditions of tribal women's entrepreneurs in Anuppur of Madhya Pradesh was carried out using data collected from various sources: Government agencies and institutions; the Ministry of Tribal Affairs' annual report; NABARD, TRIFED, Census of India 2011, and literature on the relationship between Digitalisation and Sustainable Entrepreneurship for indigenous women.

DIGITALIZATION IMPACT OF TRIBAL WOMEN ENTREPRENEURS

Digitalization is making business opportunities, financial facilities, and market access easier and more accessible for tribal women entrepreneurs, enabling them to create sustainable livelihoods. If entrepreneurs are aware of digital platforms, it provides them with employment opportunities, positively impacting their socio-economic status and improving their prospects for sustainable livelihoods.

Literacy Level of Tribals

Blocks in Anuppur district	Population										
	Total	Urban	%	Rural	%	Tribal Population					
						Total	%	Urban	%	Rural	%
Kotma	1,20,533	62,386	51.7	58,147	48.3	33,992	28.20	10,806	31.80	23,186	68.2
Jaithari	92,822	8,396	41.2	84,426	90.9	44,433	33.80	1,567	3.50	42,866	96.5
Anuppur	3,05,877	1,26,043	9.1	1,79,834	58.8	1,03,377	47.87	24,925	24.10	78,452	75.9
Pushprajgarh	2,30,005	8,416	3.6	2,21,589	96.4	1,76,741	76.84	3,618	2.10	1,73,123	97.9
TOTAL	7.49.237	2.05.241	27.4	5.43.996	72.6	3.58.543	47.85	40.916	11.40	3.17.627	88.6

Table 1: Population Distribution of Anuppur District, Madhya Pradesh (2011 Census)

Source: District Census Handbook, Anuppur, 2011

The total population of the district Anuppur is 7,49,237, where 72.6% live in rural areas and 27.4% in urban areas. In the district of Anuppur, 3,58,543 are tribal populations (47.85% of the total population), where 76.84% are in Pushprajgarh block, and 47.87% in Jaithari, 33.8% in Anuppur block, and 28.2% people's lives in the rural areas in Kotma block respectively. Maximum tribal people live in rural areas in the district because their dependencies are mainly based on primary economic activities. 88.6% tribal population lives in the rural area, where 97.9% are in Pushprajgarh block, 96.5% in Jaithari block, 75.9% in Anuppur block, and 68.2% in Kotma block. Only 11.4% tribal population lives in the urban areas, where the highest is in the Kotma block (31.8%), and the lowest is in the Pushprajgarh block (2.1%). The highest tribal population lives in the rural areas of the Pushprajgarh block (76.84%) and the lowest is in the Kotma block (28.2%).

The total literacy rate of Anuppur district was 67.88% in 2011 which is less than the average literacy rate 69.32% of Madhya Pradesh. Population-wise, out of total 436,595 literates, males were 254,120 while females were 182,475. Also, the male literacy rate was 78.26% and the female literacy rate was 57.3% in Anuppur district. Table 2 and figure 1 present the literacy of district Anuppur at the block level according to the 2011 census. The total literacy of the district Anuppur is 67.88%, where 78.26% are male and 57.3% are female. The highest literacy rate is in the Kotma block (74.06%) and the lowest in the Pushprajgarh block (60.9%).

Table 2: Literacy of District Anuppur, M.P. 2011

Blocks	Literate Population (in Percentage)					
	Total Population			Tribal Population		
	Total	Male	Female	Total	Male	Female
Kotma	74.06	83.77	64.05	59.66	71.15	48.81
Jaithari	63.37	82.02	52.89	55.93	66.44	45.73
Anuppur	71.91	73.85	61.41	59.68	70.50	49.29
Pushprajgarh	60.9	71.8	50.02	59.33	70.19	48.67
TOTAL	67.88	78.26	57.3	58.54	69.35	48.01

Source: District Census Handbook, Anuppur, 2011

Table 2: shows 58.54% of the tribal population is literate (69.35% male, 48.01% female). Block rates range from 55.93% in Jaithari to 59.68% in Anuppur,

all below the district average. Low awareness of education's value and acute poverty keep children out of school and in work.

TRAINING SKILL DEVELOPMENT PROGRAM TO BRIDGE THE GAP

The Ministry of Skill Development & Entrepreneurship (www.msde.gov.in), established on November 9, 2014, drives India's skill ecosystem to bridge the gap between skilled labour supply and demand, while fostering vocational infrastructure, upskilling, and innovation for emerging and existing jobs. Skill development is a priority for the Ministry due to it is a way to empower tribal women and to increase their self-resilience, while empowering and supporting rural economies in the communities where they live, targeted skill training will be provided to tribal women through workshops in five industries which currently have high demand for skilled workers such as e-government, plumbing and masonry, solar and electrical energy, agricultural mechanization and the maintenance and repair of two-cycle engines. Along with providing skills training, these workshops will provide tribal women with knowledge and confidence that will assist them to launch their own businesses. Furthermore, this initiative produces additional job opportunities for tribal youth and women in the same local community (Assocham.org). To administered entrepreneurs in micro and macro industries. It develops the custom training programs specifically for women artisans with skills in at least one traditional craft to enhance their independency.

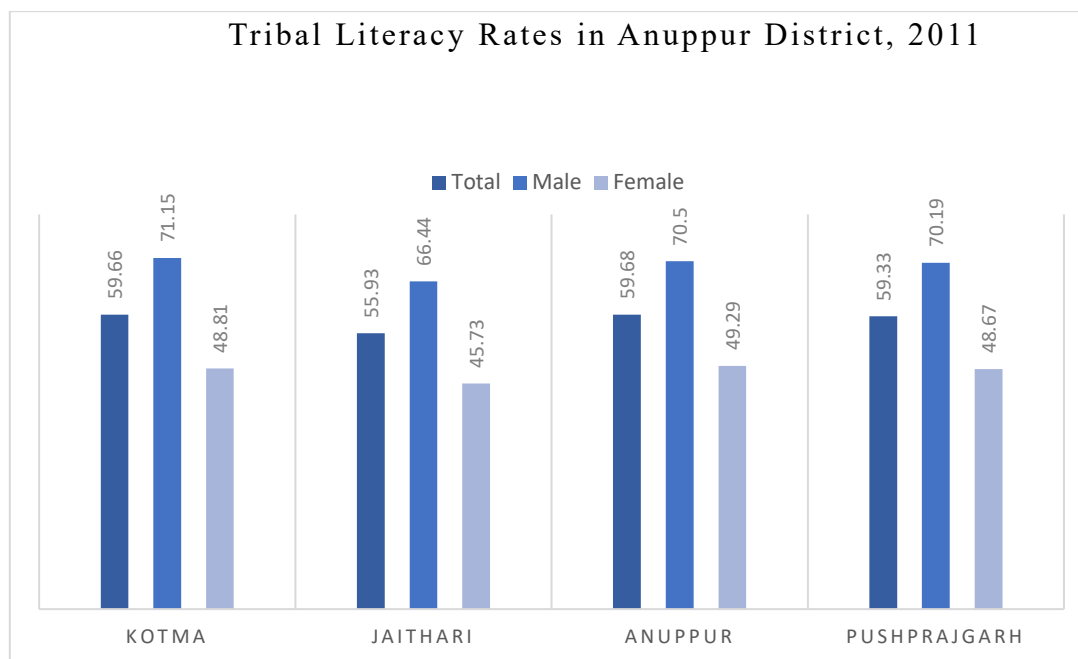


Figure 1: Tribal Literacy Rates in Anuppur District, 2011

Source: Compiled by the Authors

TRAINING SKILL DEVELOPMENT PROGRAM TO BRIDGE THE GAP

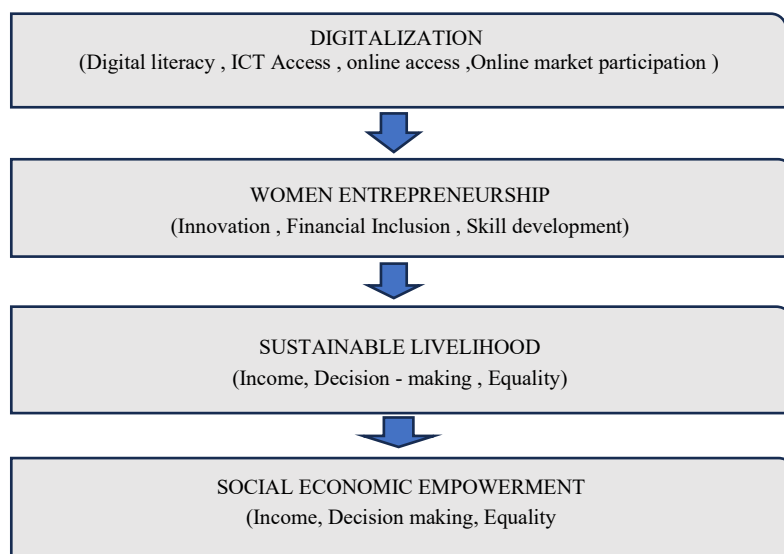
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The launch of the District Skill Development Plans (DSDPs) under the SANKALP programme of MSDE in 2018 marked the commencement of bottom-up planning approach to skill development and triggered a deliberate shift towards decentralized planning methodologies. This targeted strategy recognized India's diverse socio-economic-cultural fabric and varied industrial landscape. The objective was to develop an annual action plan that aligns the supply of human resources, with a particular focus on including women and other marginalized groups, with market demand through targeted training interventions and accordingly allocate targets and budgets across training programs. By giving districts, the responsibility to identify their skill development needs, the program aimed to ensure that skill development interventions were nuanced, responsive, and sustainable. Recognizing that skill planning had traditionally followed a top-down approach, a multi-pronged strategy was adopted under SANKALP to overcome this inertia. This approach aimed to stimulate a bottom-up methodology, empowering the district level stakeholders to take an active role in skill planning and development. By fostering local engagement and insights, the strategy sought to ensure that skill development initiatives were more attuned to the unique needs and opportunities of each region. The formation of DSCs has seen a remarkable progress nationwide, increasing from 248 in FY 2019-20 to 776 in FY 2024-25. It is also noteworthy that at present DSCs have been formed in all 112 aspirational districts and 131 North-Eastern Districts. This growth was

accompanied by a significant increase in DSC meetings, which raised from 483 in FY 2019-20 to 3,538 in FY 2022-23, highlighting the institutionalization of DSC functionality. The report highlights effective measures, including SHG-linked finance, skill development programs, and digital literacy activities. Additionally, the research investigates creative tactics, such as e-commerce integration. Rural business clusters offer sector-specific assistance in agriculture and crafts. This study highlights how partnership among governments, NGOs, and commercial players may harness the potential of rural women entrepreneurs to drive inclusive economic growth. (Yeddu and Murthy 2025).

FRAMEWORK FOR DIGITAL PLATFORMS

The following framework is dealing with four constructs i.e. Digitalization, Women entrepreneurship, Sustainable livelihood and socio economic empowerment. These constructs with their dimension improving market access, facilitating financial inclusion and represents the long term viability of livelihood practices and the resilience of entrepreneurial venture resulted as increasing in income, skill enhancement, decision making power also improved standard of living and greater financial inclusion. Ownership of small or micro enterprises serve as a vehicle for empowerment and self-reliance i.e. influenced by digital access and literacy under sustainable practices, which are important to make the business sustainable through digitization which impacts women entrepreneurship sustainable livelihood socio-economic empowerment.



Source: Authors' Compilation

The following are the digitization platforms that are directly connected to the entrepreneur's livelihood.

E- COMMERCE

E-commerce is transforming the social and economic landscape for tribal women entrepreneurs in India. With rising internet access in tribal regions—driven by government initiatives like optical fiber connectivity under Digital India—women from communities like the Gond, Santhal, and Bhil are using online platforms to sell handicrafts, organic products, and traditional foods. This digital shift empowers them to bypass middlemen, access urban markets, and earn sustainable incomes, significantly improving household economics. Socially, e-commerce fosters digital literacy, financial independence, and leadership among tribal women, who are increasingly becoming micro-entrepreneurs. By enhancing e-commerce infrastructure, India is not only boosting employment but also enabling marginalized tribal women to contribute to and benefit from the nation's economic growth.

TRIFED is committed to creating livelihood opportunities for tribal communities through the commercialization of natural resources collected/generated or objects manufactured by them in the form of handicrafts and handlooms. Every effort TRIFED makes is geared toward opening income paths for tribal people and keeping those paths active over time. TRIFED is present on all major e-commerce sites, including Amazon, Snapdeal, Flipkart, Paytm, and Gem, in addition to having its own website, www.tribesindia.com. During the fiscal year 2021–2022, TRIFED generated sales of Rs. 193.04 lakhs through digital and social media promotion.

Table 3: E-commerce sales generation

E-COMMERCE (Sales Generation)			
2018-19	2019-20	2020-21	2021-22
25 lakhs	71.50 lakhs	131.76 lakh	193.04 lakhs

Source: https://trifed.tribal.gov.in/sites/default/files/2025-07/Annual_Report_2021-22.pdf

The following figure provides a clearer depiction of e-commerce sales generation.

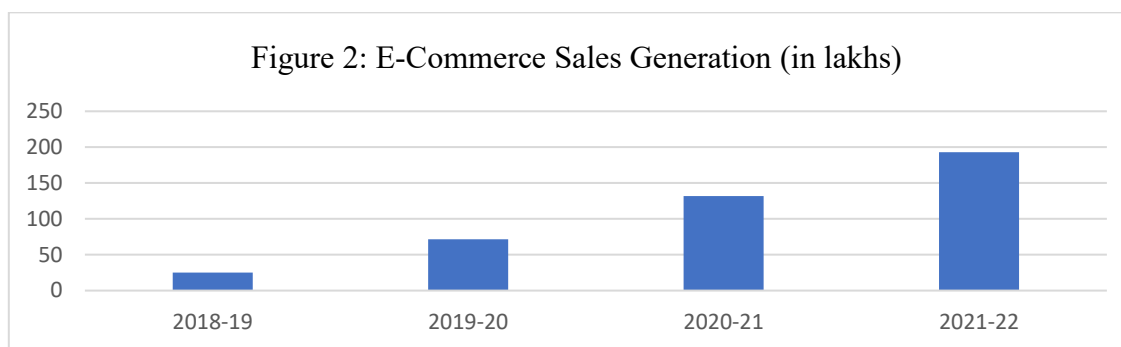
**Figure 2: E-Commerce Sales Generation (in lakhs)****Source: Compiled by the Authors**

Table 3 and Figure 2 provide an overview of e-commerce sales generation. Via this initiative, TRIDIED recorded sales of Rs.25 lakh in FY 2018-19. The figures climbed progressively in the subsequent years, reaching Rs.71.50 lakh in 2019-20, Rs.131.76 lakh in 2020-21, and Rs.193.04 lakh in 2021-22. Table 4 below explains the procurement and sales data from the 2018-19 to 2021-22 i.e. empanelment by tribal entrepreneurs and number of TAM (tribal artisans mela) organised and their participation in respective years.

Table 4: Tribal products Procurement and Sales data

Year	Procurement (in lakhs)	Sales	TAM's Organised	Artisans Participate
2018-19	3842.12	3259.95	24	1070
2019-20	5094.64	4027.49	21	610
2020-21	1651.72	3014.72	8	230
2021-22	2900.32	4342.32	23	1824

Source: https://trifed.tribal.gov.in/sites/default/files/2025-07/Annual_Report_2021-22.pdf <https://trifed.tribal.gov.in/annual-reports>

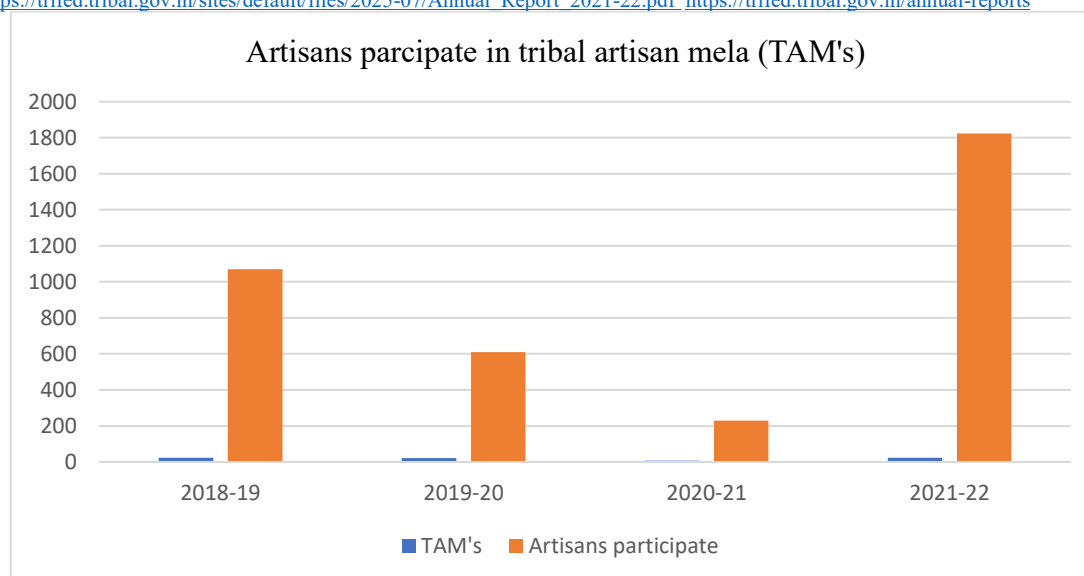
**Figure 3: - Tribal Artisans Mela (TAM's) Organised and number of Artisans Participate****Source: Compiled by the Authors**

Table 2 and Figure 2 present TRIFIED Sales and procurement and TAMs identify emerging artisans and innovative products at the state, district, and village levels to expand the tribal producer base. It is essential to place equal emphasis on both strengthening and expanding the supplier base while simultaneously establishing robust and sustainable marketing systems. This dual approach ensures balanced, long-term growth in livelihood opportunities for tribal communities, fostering economic stability and self-reliance on a sustainable foundation. During FY 2018-19, 24 Tribal Artisans Melas (TAMs) were held, attracting 1,070 artisans who showcased their crafts. In the subsequent years—FY 2019-20, 2020-21, and 2021-22—21, 8, and 23 TAMs were conducted respectively, with participation from 610, 230, and 1,824 artisans displaying their work to eager audiences and buyers. FY 2020-21 saw 8 focused events with 230 participants—demonstrating resilience even amid challenging times i.e., Covid-19. Figure 4 below describes the graphical representation of the procurement data for tribal products.

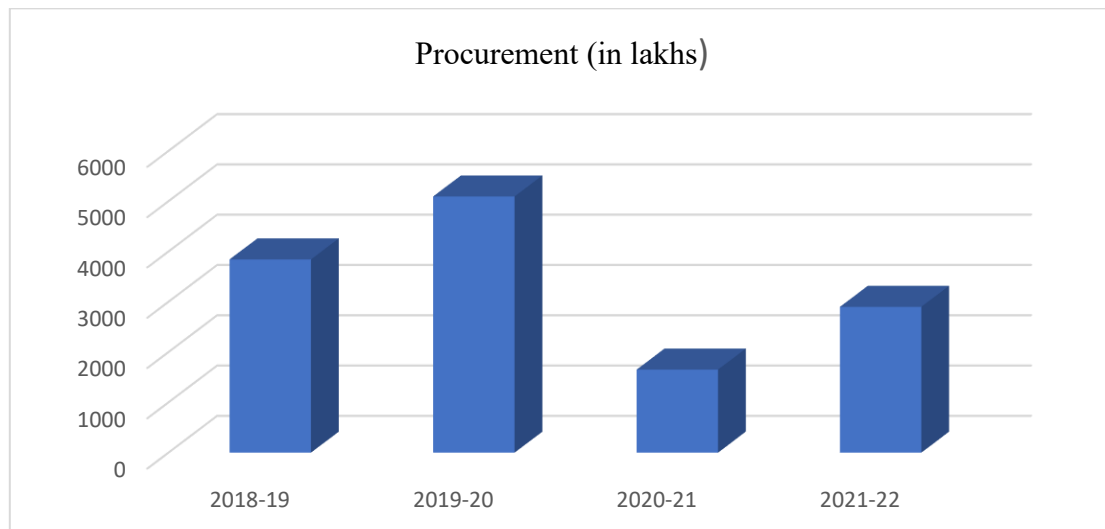


Figure 4: Tribal products procurement data
Source: Compiled by the Author

In FY 2018-19, TRIFED procured Rs.3,842.12 lakhs, surpassing sales of Rs.3,260 lakhs to build strong inventory. Over 1,000 artisans received the benefits of early TAMs through this programme and they were also able to have increased levels of trust along the entire supply chain as well as improved livelihood conditions in states like Odisha and Madhya Pradesh with regards to products such as Gond artwork and tendu leaf. The increase in procurement was 33% in FY 2019-20 to INR 5,094.65 lakhs under PMVDY and VDKs, plus due to the collaboration with MFPS like Mahua and honey at MSP. Total INR 4,027.32 lakhs in sales through Tribes India and other online platforms created self-sufficient tribal enterprises. According to the TRIFED 2020-2021 Annual Report, disruption caused by the pandemic resulted in disruptions for TRIFED and an inability to conduct any physical TAMs or provide access to markets resulted in total procurement and sales of INR 1,651.72 lakhs and INR 3,014.72 lakhs, respectively. In FY 2021-2022, TRIFED limited procurement to INR 2,900 lakhs in order to focus on quality products and had total sales of INR 4,342 lakhs across 23 TAMs with 1,824 artisans participating. Online Marketing strengthening tribal communities through their e-commerce related to India's digital marketing ecosystem.

ONLINE MARKETING

India's digital marketing ecosystem, with a specific focus on the Ministry of Tribal Affairs' efforts to empower tribal communities through e-commerce. It highlights the Tribes India portal (operated by the Tribal Cooperative Marketing Development Federation of India - TRIFED) as a platform where tribals can register to buy and sell their handmade crafts, artworks, and traditional products. TRIFED has partnered with Amazon and Snapdeal to enable tribal artisans to reach a wider audience through these e-commerce platforms. The text mentions possible plans for developing their outreach further through franchising or adding new e-commerce platforms (like Flipkart or Myntra). Many of the traditional arts and crafts produced within tribal communities (e.g., weaving, pottery and jewellery-making) are done by women, particularly in states such as Odisha, Jharkhand and the Northeastern region of India. TRIFED enables these tribal women to sell directly to urban customers by selling through an online portal, allowing them to set their prices and bypass the middlemen. This type of business model is entrepreneurial in nature; women can have an online storefront, but there is no physical space needed to build a retail location. Another key aspect of TRIFED's program includes their Van Dhan Yojana program, which operates in a workshop setting providing digital literacy training for women in tribal areas, covering topics like registering online, photographing their items (products and access marketing tools that reduce barriers to entry for women who are not very familiar with using technology. By leveraging the resources of these apps (Amazon and Snapdeal) to showcase tribal products during Amazon's Great Indian Festival and other events, women entrepreneurs enjoy increased sales.

SOCIAL MEDIA MARKETING

Social media marketing is an effective and inexpensive marketing system for tribal entrepreneurs to create a sustainable income. Using social networking platforms like Twitter, WhatsApp and Facebook to showcase art, handicrafts, items from forests, woodwork, Ayurvedic medicines, and herbal products, even the smallest producers can sell their products globally. Blogs, video logs, reels and other short videos are ways for tribal women to highlight their traditional crafts and take control of the marketing of their products by controlling their image, developing their brand image, developing their brand and defining all of their income streams and future income flows. Social media can only be used with a smartphone and an internet connection, which is available through Jio/Airtel plans in rural India. Women in remote areas of Anuppur, Kotma, Jaithari or Pushparajgarh districts can now sell Nontimber Forest Produce (NTEP) like Mahua/ amla and preserve the products in forests, by showing customers in Delhi, London or New York through the sales process. Steady income from repeat customers and seasonal sales spikes from holiday shopping. Social media provides new opportunities for women to become decision-makers and retain more of their children locally rather than migrate to a city looking for work. Culturally, there is new digital documentation of older art forms (i.e. Gond painting, Bell metal craft). Through WhatsApp Business, women can take orders, receive payments using UPI, and receive customer feedback without using middlemen. Women can demonstrate their craft through short-form video content (i.e. Instagram reels and YouTube shorts).

CONCLUSION

Entrepreneurship has made an amazing difference in the lives of traditional and tribal women in India by enabling them to develop their capability for self-empowerment through entrepreneurship and thereby increase their socioeconomic status. The overall population is approximately 3,79,114. The 72.6% of the population living in rural areas is identified as being from the tribal community. The overwhelming majority of the population depends heavily on agriculture, timber harvesting from the forest for all types of construction and mining, which creates a very complex scenario regarding the socioeconomic situations of the people living there. High levels of poverty, low levels of education (i.e. total education level: 68.8%- female, 49-50%), lack of access to banking/finance, lack of opportunities for women (due to gender bias) for formal employment, inadequate infrastructure (i.e. lack of transportation, lack of internet access), and lack of education are just a few of the issues confronting women in the region. In all of these regions, the women entrepreneurs of indigenous peoples have come to be recognised as being the cornerstone of sustainable development as they are leading the way in establishing sustainable livelihoods for their families through the use of digital technology. They are not only surviving; rather, they now see themselves as being leaders, not merely isolated from the rest of the world but connected via their entrepreneurial efforts to the rest of the Global community. In conclusion, there should be an ecosystem created by involving multiple stakeholders. The government can contribute by taking forward digital literacy programs for developing technical capabilities among them. NGOs can help develop the market environment. By prioritizing these aspects, Anuppur district can move beyond the confines of deprivation and achieve resilient development led by women, contributing to India's Sustainable Development Goals (SDGs) on gender equality (SDG5) and decent work (SDG8). Future research should examine the long-term impact of adopting digital solutions and ensure that empowerment translates into lasting equity for the architects of this transformation.

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