

# HerGrowth: AI-Powered Women Empowerment Service Marketplace Platform

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**Abstract:** *Women entrepreneurship has significantly increased with the growth of digital technologies and online service-based businesses. However, many women entrepreneurs still depend on informal social media platforms that lack secure booking systems, personalized recommendations, multilingual accessibility, and centralized business management functionalities. This paper presents HerGrowth, an AI-powered women empowerment service marketplace platform designed to support women entrepreneurs and localized service providers through intelligent digital infrastructure. The proposed system integrates Artificial Intelligence (AI)-based recommendation mechanisms, multilingual accessibility, secure booking and payment systems, cloud-based infrastructure, and location-aware service discovery within a centralized ecosystem. The platform employs AI recommendation techniques to generate personalized service suggestions using user preferences, booking history, ratings, and location data. A full-stack web application is developed using React.js for the frontend and Node.js with Express.js for the backend, with Firebase Firestore used for secure cloud database management. The proposed system offers a scalable, secure, and user-friendly solution for improving women entrepreneurship, digital accessibility, and business growth in modern digital marketplace environments.*

**Keywords:** Women Empowerment, Artificial Intelligence, Digital Marketplace, Recommendation System, Cloud Computing, Multilingual Accessibility

## I. INTRODUCTION

Women entrepreneurship has emerged as an important contributor to economic growth, digital transformation, and social development in recent years. With the rapid growth of internet accessibility and mobile technologies, many women entrepreneurs are using digital platforms such as Instagram, WhatsApp, and Facebook to promote home-based businesses and service-oriented professions including tailoring, beauty services, tutoring, baking, handicrafts, and fashion designing. However, managing these businesses through informal social media platforms is often difficult due to the absence of secure booking systems, online payment integration, multilingual accessibility, customer verification, and centralized business management infrastructure. These limitations affect business growth, customer engagement, and digital accessibility, particularly for women entrepreneurs operating in rural and semi-urban regions.

AI-powered recommendation systems can analyze user behavior, preferences, ratings, and booking history to generate personalized service suggestions and improve customer experience. Cloud-based infrastructures further provide scalable and secure data management solutions for modern web applications. However, most existing systems either focus solely on marketplace management or recommendation systems, rarely integrating multilingual accessibility, secure booking management, payment infrastructure, and AI-powered recommendations into a centralized women empowerment platform.



This paper proposes HerGrowth, an AI-powered women empowerment service marketplace platform that addresses these limitations by integrating intelligent recommendation systems, multilingual accessibility, secure booking and payment management, cloud-based infrastructure, and location-based service discovery within a responsive full-stack web application accessible to customers, service providers, and administrators

The main contributions of this paper are:

1. An AI-powered women empowerment marketplace platform integrating service management, booking systems, and digital business infrastructure.
2. Intelligent recommendation mechanisms using user preferences, booking history, ratings, and location-based analysis for personalized service discovery.
3. A multilingual accessibility framework supporting English, Hindi, Marathi, Urdu, and Kannada to improve digital inclusivity for diverse users.
4. A secure full-stack web application with role-based dashboards for customers, service providers, and administrators.
5. A cloud-based ecosystem integrating secure payment gateways, centralized booking management, and location-aware marketplace services.

## II. LITERATURE REVIEW

Several researchers have explored Artificial Intelligence (AI), recommendation systems, and digital marketplace technologies for improving online business management and customer engagement. This section reviews the most relevant works related to women entrepreneurship platforms, recommendation systems, and cloud-based marketplace applications.

Nambisan et al. [2] discussed the role of digital entrepreneurship platforms in reducing business barriers and improving participation in online commercial activities. Their study highlighted the importance of digital technologies in supporting entrepreneurial growth; however, the system mainly focused on generalized business ecosystems rather than women-centric service marketplaces.

Parker et al. [3] explained the role of platform-based business models in improving customer-provider interaction, business scalability, and digital commerce operations. Their research demonstrated how centralized marketplace platforms improve service management and customer engagement. However, most existing systems primarily focus on product-based e-commerce applications and provide limited support for localized service-based businesses operated by women entrepreneurs.

Ricci et al. [4] proposed recommendation mechanisms based on user behavior, ratings, and preferences to improve personalized service discovery within digital platforms. Although the recommendation system improved customer interaction and decision-making processes, the study did not include multilingual accessibility, secure booking infrastructure, or location-based recommendation mechanisms within a unified marketplace ecosystem.

Based on the literature review, the following research gaps were identified. First, most existing systems are not specifically designed for women entrepreneurs and localized service providers. Second, multilingual accessibility is insufficiently addressed in current marketplace platforms. Third, many systems lack integrated AI-powered recommendations, secure booking management, and cloud-based infrastructure within a centralized ecosystem. The proposed *HerGrowth* platform addresses these limitations through an AI-powered women empowerment marketplace system.

## III. METHODOLOGY

The methodology follows a systematic pipeline that manages service discovery, booking operations, recommendation processing, and marketplace management through an AI-powered digital platform. The main steps involved are:



**User Registration and Authentication:** The system begins by allowing customers, service providers, and administrators to register and securely log into the platform. Firebase Authentication and JWT-based authentication mechanisms are used for secure access management.

**Service Data Processing:** Service providers upload business details including service categories, pricing, availability, descriptions, ratings, and location information. The data is securely stored within Firebase Firestore for real-time accessibility and management.

**AI-Based Recommendation System:** The platform analyzes user preferences, booking history, ratings, browsing activity, and location data using AI-powered recommendation techniques. Personalized service suggestions are generated to improve customer engagement and service discovery.

**Location-Based Service Discovery:** GPS and geolocation APIs are integrated to identify nearby service providers and improve location-aware recommendations. Customers can easily discover relevant services available within their nearby region.

**Booking and Payment Management:** Customers can browse services, select preferred booking slots, and submit booking requests directly to service providers. Secure online payment integration using Razorpay and Stripe gateways enables safe and reliable digital transactions.

**Multilingual Accessibility:** The platform supports multilingual accessibility including English, Hindi, Marathi, Urdu, and Kannada languages. Dynamic language switching mechanisms improve usability and digital inclusivity for users from diverse linguistic backgrounds.

**Dashboard Visualization and Management:** The web application provides separate dashboards for customers, service providers, and administrators. Customers can manage bookings and recommendations, service providers can monitor business operations and earnings, while administrators can handle user verification, analytics, and complaint management.

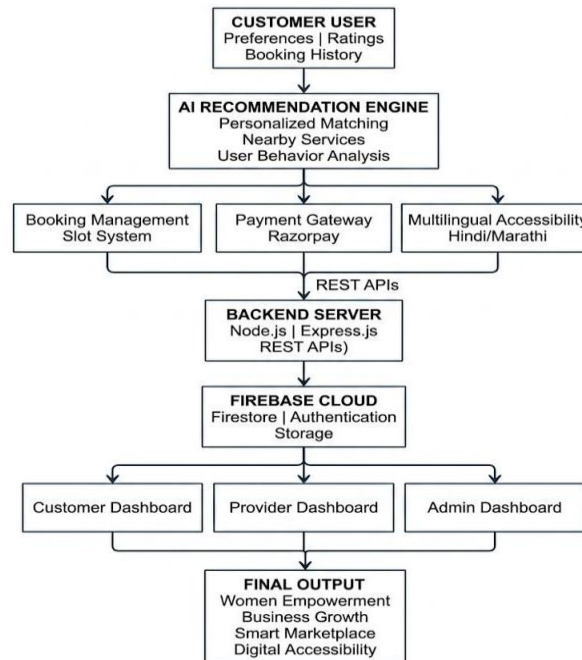
**Foundation for Advanced Marketplace Analytics:** The proposed system serves as a foundation for future enhancements including voice-based AI assistance, fraud detection, customer behavior analysis, business growth analytics, and advanced recommendation models.

This systematic pipeline efficiently manages marketplace operations through AI-powered recommendations, secure booking infrastructure, multilingual accessibility, and cloud-based data management. By integrating recommendation systems, payment processing, and centralized dashboards, the platform provides a scalable and intelligent women empowerment marketplace ecosystem.

#### **IV. MODELING AND ANALYSIS**

To develop an effective AI-powered women empowerment marketplace platform, the system follows a structured processing pipeline that manages service discovery, recommendation generation, booking operations, and marketplace management. The workflow begins with user registration and service data processing, followed by AI-based recommendations, secure booking and payment management, and dashboard visualization. The overall workflow of the proposed *HerGrowth* platform is illustrated in the following diagram





The diagram illustrates the complete workflow of the HerGrowth platform, starting from user interaction to the final dashboard output. The process begins with the **User**, which may include customers, service providers, or administrators interacting with the system through registration, login, service browsing, and booking operations. These interactions are handled through the **Frontend Interface Module**, which provides a responsive and user-friendly web interface developed using modern web technologies. The frontend captures user requests and sends them to the backend server for further processing.

The user requests are then processed through the **Backend Server Module**, which manages authentication, booking workflows, notifications, payment handling, and communication between system components. This module acts as the core processing unit of the platform and ensures smooth coordination between frontend operations and cloud database services. The processed information is securely stored within the **Database Module**, implemented using Firebase Firestore and Firebase Storage. This database stores user records, service details, bookings, payments, reviews, and notifications in a centralized cloud environment for real-time accessibility and synchronization.

The stored customer interaction data is further analyzed through the **AI Recommendation Engine**, which plays a crucial role in improving customer engagement and service discoverability. In this stage, the system analyzes customer preferences, booking history, ratings, browsing patterns, and location data to generate personalized service recommendations. These recommendations help customers identify relevant service providers efficiently while also improving business visibility for women entrepreneurs.

Once the recommendation process is completed, the system transfers the processed data to the **Service and Booking Management Module**, where customers can schedule appointments, submit booking requests, and perform secure online transactions through integrated payment gateways. Service providers can manage booking confirmations, customer interactions, and business operations through dedicated dashboards.

Finally, the processed information is displayed through the **Dashboard and Output Module**, where customers, providers, and administrators can view bookings, payments, earnings, reviews, analytics, and notifications in an organized format. This final output enables efficient business management, improves operational transparency, and enhances user experience across the platform.



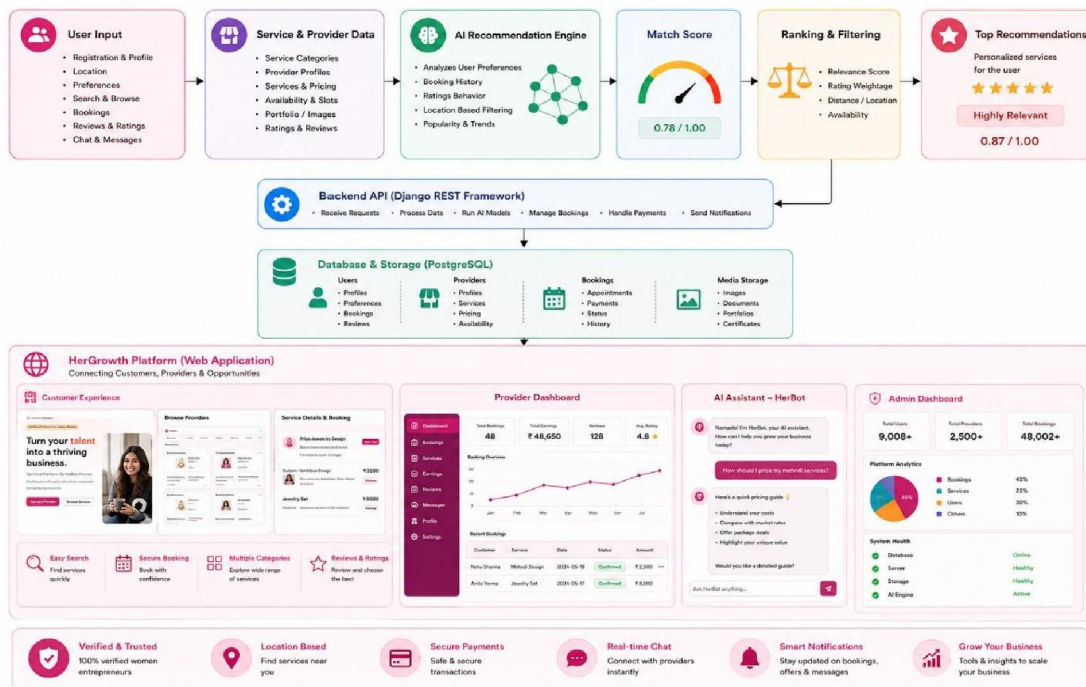
The step-by-step structure of this workflow ensures that the HerGrowth platform maintains scalability, security, and operational efficiency. The integration of AI-powered recommendations, cloud-based infrastructure, responsive dashboards, secure payment systems, and centralized booking management significantly improves platform usability and supports women entrepreneurs through a structured digital business ecosystem.

### V. RESULTS AND DISCUSSION

The proposed **HerGrowth** platform was evaluated by testing its major functionalities including user registration, service browsing, AI-powered recommendations, booking management, and secure payments. The system successfully connected customers with verified women entrepreneurs through a responsive and user-friendly web interface.

To demonstrate the platform’s capabilities, modules such as provider profiles, AI assistant support, multilingual accessibility, and dashboard analytics were implemented and analyzed. The AI recommendation engine generated personalized service suggestions based on customer preferences, booking history, ratings, and location data, improving customer engagement and service discoverability.

Overall, the results confirm that the HerGrowth platform effectively delivers intelligent service management, secure booking infrastructure, AI-powered recommendations, and professional business support features, making it suitable for real-world women entrepreneurship and digital marketplace applications.



**Image - Workflow of the HerGrowth Platform**

The interface provides a user-friendly and responsive layout, allowing customers, service providers, and administrators to interact seamlessly with the HerGrowth platform. It clearly displays service categories, provider profiles, booking details, AI-powered recommendations, notifications, and dashboard analytics, making navigation simple and efficient. The design emphasizes accessibility, multilingual support, and smooth user experience, enabling women entrepreneurs to manage their services professionally and customers to easily discover and book services through the platform.



## **VI. CONCLUSION**

The HerGrowth platform begins by establishing a strong digital infrastructure through the development of a responsive user interface, secure authentication system, and centralized service management modules using modern full-stack web technologies. This initial stage ensures that customers and women entrepreneurs can seamlessly interact with the platform, manage bookings, access services, and perform secure transactions through a user-friendly environment. Creating a stable and scalable foundation is essential, as all advanced functionalities depend on the efficiency and reliability of these core components.

Building on this foundation, the platform integrates advanced capabilities such as AI-powered service recommendations, multilingual accessibility, location-based provider suggestions, and intelligent dashboard analytics. These features enable the system to personalize user experiences, improve service discoverability, and support efficient business management for women entrepreneurs. The integration of AI-driven recommendations and cloud-based infrastructure significantly enhances customer engagement, operational efficiency, and platform scalability.

Ultimately, the project aims to transform informal social-media-based business promotion into a professional AI-powered digital marketplace ecosystem for women entrepreneurs. By enabling secure bookings, personalized recommendations, real-time business management, and accessible digital services, the platform has the potential to improve financial independence, business visibility, and entrepreneurial opportunities for women across different regions. Through continuous enhancement and integration of advanced technologies, HerGrowth aspires to support digital women empowerment and contribute toward building a more inclusive and technology-driven entrepreneurial environment.

## **VII. FUTURE WORK**

Several future enhancements can further improve the functionality and scalability of the HerGrowth platform. Advanced AI models can be integrated to provide more accurate personalized recommendations and intelligent business analytics based on customer behavior and booking patterns. Voice-based AI assistance and speech recognition features can be implemented to improve accessibility for rural and digitally inexperienced users. In future versions, a dedicated mobile application for Android and iOS platforms can also be developed to increase accessibility and user engagement. Additional features such as real-time chat support, live service tracking, smart notifications, and government welfare scheme integration can further strengthen customer interaction and support women entrepreneurs more effectively. These enhancements can transform HerGrowth into a more scalable, intelligent, and technology-driven digital ecosystem for women empowerment and entrepreneurship.

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