



Women Entrepreneurs Pioneering Cultural Preservation Through Digital Storytelling

Dr. Anuradha, Assistant Professor, Govt. P. G. College, Ambala Cantt. Haryana, Email Id: anuradha.star@gmail.com

Abstract

This research explores the pivotal role of women entrepreneurs in pioneering cultural preservation through digital storytelling, blending innovation, heritage, and social enterprise. As globalization and modernization continue to challenge the survival of traditional practices and cultural identities, digital storytelling has emerged as a powerful tool for documenting, sharing, and sustaining cultural heritage. Women entrepreneurs, often deeply connected to their communities and cultural roots, are leveraging digital platforms to preserve traditions while fostering social and economic impact. Through case studies and real-world examples, this paper examines how women-led social enterprises use digital storytelling to safeguard cultural narratives, promote cultural sustainability, and empower marginalized communities. It also addresses the opportunities and challenges these entrepreneurs face in balancing cultural authenticity with commercial viability. Ultimately, the research highlights the transformative potential of women-led initiatives in driving cultural preservation and social change in an increasingly digitalized world.

