



Exploring the Impact of Rural Home-Based Economy and their Contribution to Rural Lives: Insight from the Rural Areas of District Rawalpindi

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Abstract

This research study explores the impact of the home-based economy on rural lives, drawing insights from the rural areas of District Rawalpindi. The main purpose of this research study was to find key motivations behind the home-based economy and examine how these motivations relate to the type of business, and to understand how these home-based economies can improve rural lives. Contribution to rural lives can be measured through two indicators: employment opportunities and income generation. A semi-structured field survey of 385 home-based economy owners was conducted. Descriptive statistics were used to identify patterns in data, and the regression analysis technique was used to explore the effect of different factors on income and employment. The results indicate that service-oriented economies can contribute more significantly, followed by agriculture and handicrafts. Financial need and lack of other opportunities are the most common reasons behind the home-based economy. Overall, results confirmed that rural home-based economies play a vital role in supporting rural lives. This study suggested that policymakers develop a policy to support the rural home-based economy, especially for service-oriented economies. Furthermore, the government should make it easier for these economies by simplifying rules and providing access to resources.

Keywords: Employment opportunities, Home-based economy, Income, Motivation



INTRODUCTION

A rural home-based economy is considered to be any business entity involved in the activity of selling goods and services by a self-employed person or by involving other employees and working from residual places by using available resources (Mason et al., 2011; bin Dahari et al., 2019). By using available resources, producers can produce valuable products and services. A rural home-based economy means overall activities in rural areas, such as agriculture, farming, and education services. Rural home-based economies have a significant impact on the rural community by providing job opportunities, income generation methods, and the overall development of rural areas. Home-based work encompasses two types: One is to conduct the majority of work within the owner's home. This means that all business activities, such as production and customer service, are performed at the owner's home. The second type is that businesses are home-based, but some portion of the work is performed outside of the home. For example, a village event planner plans from home but also meets with clients from outside of the home (Reuschke & Domecka, 2021).

The majority of the world's population lives in rural areas and half of them totally depend on agriculture sector. This sector is considered very important in rural areas and urban population rely on industry based sectors. Poverty rate is high in rural areas as compare to urban. This shows a significant gap in rural and urban areas in economic terms. Rural areas face number of challenges like limited job opportunities and unemployment but poverty is main problem in rural areas. Rural home-based work can solve the issues of poverty but they also need a support to grow home-based economies. In Sustainable development goal main focus on poverty reeducation and on rural areas. SDGs goal is empowering rural business and woman empowerment the main aim is to reduce the issue of poverty in rural areas and empowering rural local economics by providing opportunities and help in the growth of these home based economies (Nasfi et al., 2023).

Rural home-based businesses are important sources of income in some rural areas because there is very limited opportunities of formal jobs. These small scale businesses like agriculture farming, food product, crafting allows people to do work from home by using own skills and available resources. Home-based businesses are very helpful for woman who lives in rural areas, home-based work helps them to balance both work and life at same time. These businesses are informal so, not supported by government organization. They face number of challenges like limited access to resources, lack of market access, poor infrastructure. Social problems, for woman can also limit the abilities of participation and leadership skills. Expertise suggest there is need to support these informal business, government and private organization support is considered a way for the development of small scale business in rural areas (Shetty & Hans, 2015).

The problem of poverty, unemployment, and low economic growth is one of the issues facing developing countries (Ababa & Gebremariam, 2021). The solution to all problems is to support a home-based economy. A home-based economy is the only way to address the problems of poverty and unemployment. These home-based economies provide a large number of job opportunities, solve the problem of unemployment, and remove poverty from rural areas. And it is also significant for the overall economic growth of rural areas. Developed countries often promote home based businesses, 50 to 60 percent of UK small businesses are running from home (Hastings & Anwar, 2019). Employment in the current era is one of the most important challenges and issues for the overall world.



Given the issues of employment in the world, Countries today use number of methods to improve it (Mobarakeh, 2021). Establishing and expanding small businesses is one of these methods. The employer establishes business from their home by using the available resources, converting them into valuable products and services, and providing employment opportunities for others (Altenburg & Meyer-Stammer, 2020). A home-based economy has been considered a very effective way of reducing unemployment, which increased the number of jobs, achieved positive findings (Najafi & Safa, 2022). Today, government policies focus on expanding the small, rural, home-based economy as a way to achieve rural economic growth (Markeson & Deller, 2023).

One of the major elements of a home-based economy is digitalization, which involves using social media to make products online and buying and selling products or services online. That created new opportunities for the market. Home-based economies engaged in digital trading or e-commerce a way to grow (Anwar & Daniel, 2020). There are some ways in which digitalization impacts the home-based economy: first, it creates new opportunities for the home-based economy; second, it reduces transportation costs; and it enhances digital technology and the online shopping payment system, which is an opportunity for new business owner and helps to grow new firms (Sussan & Acs, 2017). E-commerce considered a key way to earn online money in rural areas. By using social media platform like instagram, Whatsapp, Facebook promote and sell their small home-based business product. E-commerce in business makes connection between seller and producer and its very helpful strategy for successful business (Sutherland et al., 2024). On other hand some studies shows that digital technologies create an income inequality among rural population. The term digital divide means access of digital technology is not equally for everyone. Some studies found that the relationship of digital system and income inequality is not a linear relationship but follow a U-shaped relationship. Income inequality is a global issue both in developed and developing countries (Wang et al., 2025).

Previous literature on home based economy limited Lack of in depth conceptual framework (Anwar & Daniel, 2020). Rural home-based economy is popular among female across the world. By using the gender approach (Breen, 2021). By using a gender perspective able to gain an understanding about how gender play a role, inequality among men and woman in home based economy. This study focusing on Home-based economy is considered informal economy in Pakistan. The term invisible is used to describe these businesses. Basically these businesses are informer or unregistered (Mason et al., 2011). Tipple (2020) study found that female in Islamic and Hindu culture is engaged in home based business. Over 70 percent of female in these communities have home based work. However, in this study we generally discuss woman home based business. Hisrich et al. (2017) study found that the major challenges of infrastructure. Also include some legal issues.

A remarkable geographic area gap exists in the literature on rural home-based economies in the rural areas of Rawalpindi district, Pakistan. Limited studies have explored the motivations behind starting a home-based economy. Lack of comparative analysis studies to check the similarities and differences between home-based economics is also found to be less common. A significant portion of the population resides in rural areas and face number of challenges like poverty and unemployment that increase migration rate. Rural home-based economies are considering the way to overcome these challenges. There is lack of awareness in about how to get training and finances. Also there is a lack of



understanding about what motivates rural home-based economy owners. The result is a gap in the development of effective support strategies. This study aims to address these gaps by exploring the motivations, experiences, opportunities, and challenges of rural home-based economy owners in the Rawalpindi District of Pakistan. Therefore, for overall rural development and growth in future, this sector needs support and empowerment. By exploring the motivations of rural home-based economy owners, this study aims to recommend policies and programs that empower rural entrepreneurs.

OBJECTIVES OF THE STUDY

1. To explore the key factors that motivates individuals to start home-based economies.
2. To identify the relationship between rural home-based economy and motivation.
3. To investigate impact of home-based economy on rural lives

2. LITERATUR REVIEW

2.1 Rural Home-based Economies and their Challenges

Home-based businesses and village-owned enterprises have become powerful tools in addressing many of the economic and social issues faced by rural areas. Pangriya (2022) highlights that home-based businesses can reduce poverty, unemployment, and rural to urban migration while also promoting self-reliance and sustainable development. These businesses not only allow individuals, especially youth, to achieve economic independence but also offer them a chance to balance work and personal life within their own communities. In addition to generating income, such businesses sometimes create employment opportunities for others, contributing to overall community well-being. The study stresses the importance of involving rural youth in these enterprises, as they are key to solving problems like joblessness and migration. However, the research also notes that young entrepreneurs often face challenges, including financial limitations and poor infrastructure. Expanding on the idea of rural economic empowerment, Nasfi et al. (2023) focus on village-owned enterprises (VOEs) in Indonesia as a strategic response to rising poverty rates. These enterprises are supported by the government and are designed to offer sustainable solutions to unemployment and underdevelopment in rural areas. The study finds that while VOEs have great potential, they often struggle with weak financial systems and ineffective local leadership. Still, VOEs are considered one of the most promising ways to create jobs and improve local economies in Indonesia's rural communities. Similarly, Hajarian et al. (2021) examine the issue of unemployment in rural Iran and argue that home-based businesses can help reduce dependence on government aid by encouraging local economic growth. Their study presents a model showing how such businesses contribute to rural development when supported by key factors like education, skill development, and marketing. Education and training improve productivity and time management, while strong marketing strategies help increase sales and profit. Altogether, this research shows that with the right support, home-based businesses and VOEs can bring meaningful change to rural areas. They can reduce poverty, create jobs, support families, and give people the tools to build better lives in their own communities.

2.2 Woman Home-based Economies and their Impact

Women's home-based businesses play a powerful role in improving family life and community development, especially in areas where women face many cultural and social limitations. Ghor and Abrar (2022) show how women in Peshawar begin small businesses from their homes and try to balance this work with their household responsibilities. Starting a business is not just about having an idea or resources it often begins with the



approval and trust of family members, especially in conservative societies. These women must work within limits set by cultural and social norms, which often restrict their freedom and access to outside opportunities. At the same time, they carry the double burden of managing both the home and the business, which makes their efforts even more challenging. Still, women work hard to prove themselves, not only to earn money but also to gain respect and a voice within their families. Their ability to maintain this balance shows how important their role is, both in the economy and within their homes. Muhammad et al. (2021) support this view by explaining how women's businesses directly help improve their families' financial conditions. When women earn, they can support education, health, and daily needs, which makes them valuable contributors to their households. However, these women also face many barriers such as lack of access to resources, limited connections with markets, and the social expectation that they must always prioritize family over work. These challenges keep their businesses small and limit their chances of growth. The study suggests that if women receive proper training and support like learning new skills, understanding how to manage a business, and getting help connecting with customers they can grow their businesses and become even more successful. This same pattern is seen in Zimbabwe, where Mashapure et al. (2023) explore the struggles of rural women trying to run home-based businesses. Like the women in Pakistan, they face problems such as not getting enough support, limited access to markets and credit, and few chances to learn how to grow a business. The study recommends strong government support, such as training programs, small loans, and better access to resources. These steps can help women become more confident, improve their businesses, and bring positive changes to their families and communities. Across all these studies, one clear message stands out: women's home-based businesses are more than just a way to earn income they are a path to independence, respect, and community progress. But for this to happen, women need real support through education, financial help, and freedom to participate equally in economic life. When women are given these chances, they not only support their families but also play a key role in the social and economic growth of their regions.

2.3 Online system in Rural Home-based Economies

Digital technology is becoming more important for rural home-based businesses, but several challenges still limit its full use and benefits. Reuschke and Mason (2022) explored how home-based businesses in Scotland use digital trading systems and found that only a small number of rural businesses were active in online buying and selling. This low participation highlights several key issues, such as a lack of training on how to use online platforms, mistrust in digital payment systems, and concerns about data security. These barriers stop many rural entrepreneurs from using online systems effectively, which limits their ability to access wider markets and grow their businesses. However, the study also emphasizes that with strong government policies to improve digital literacy and ensure safe online systems, rural businesses could thrive, create jobs, and improve the overall quality of life. This aligns with research by Saleminik et al. (2025), who look at digitalization in rural areas from both policy and conceptual viewpoints. They note that while the use of digital platforms for rural home-based work has increased, especially in recent years, more support is needed to make digital business accessible and successful in rural settings. Similarly, Wang et al. (2025) investigate how the digital economy affects income distribution in rural areas. Their study reveals that while digital tools like phones and the



internet can support business growth, they also create inequality. People who already had businesses were able to grow faster using digital tools, while those without access or with struggling businesses fell further behind. This shows that digital systems can increase income gaps if access and support are not equal. Wang and colleagues recommend that governments create strong digital policies to ensure equal access to technology, training, and online opportunities. Without this, the benefits of digital development are not shared fairly. Supporting this idea from another regional perspective, Sutherland et al. (2024) focused on rural Australia, where women in Queensland started online businesses after floods damaged local farming previously the main income source. Many of these women turned to e-commerce, using social media platforms like Facebook and Instagram to sell their products. While this helped support their families and communities, they faced problems like slow internet and low product sales. Still, the study shows how important e-commerce and social media are in supporting rural home-based businesses, especially during times of crisis. Altogether, these studies demonstrate that digital systems, online tools, and e-commerce platforms hold great potential for improving rural livelihoods, but only if access, education, and support are made available equally to all.

2.4 The Role of Agriculture Sector in Home-Based Economies

Rural businesses and agricultural enterprises are essential for both the economic and social development of rural communities. Phillipson et al. (2022) highlight that rural enterprises contribute significantly to the overall well-being of the rural population by generating income, creating jobs, and supporting local economies. Their study, based on a comparison between rural and urban businesses, shows that while profit levels are similar in both areas, rural businesses perform better in areas like imports and exports. This suggests that rural enterprises are not only important locally but also play a broader role in regional and national trade. However, the study also found that rural businesses face different weaknesses in different districts, which shows that a one size fits all policy may not work. The authors suggest that policymakers should design flexible and district specific strategies to support these enterprises more effectively. Grodzicki and Jankiewicz (2022) also emphasize the strong role of agriculture in rural development. According to their research, the Common Agricultural Policy (CAP) has had a positive effect by creating jobs, raising incomes, and reducing poverty in rural areas. Agriculture not only supports food production but also helps increase employment, which in turn contributes to economic growth. The researchers found a clear and positive link between job creation in rural areas and overall economic development. In simple terms, when more people in rural areas have jobs especially in agriculture it leads to better income levels and stronger local economies. These findings show that both non-farming rural enterprises and agriculture play a crucial role in strengthening rural life. For long-term rural development, it is important that both areas receive policy attention, investment, and support that is tailored to the specific needs of each community.

3. THEORETICAL BACKGROUND

3.1 Institutional Theory

Institutional theory can be defined through different normative, regulative, and culturally congruent systems that give the real meaning of social life (Scott, 2008). In a normative system, describe the social norms and values. For example, social norms around languages and cultures mean respecting tradition. Regulative systems describe some formal regulations, rules, or laws, for example, rules and laws about business activities and



government regulations about taxes on organizations. The cultural cognitive system describes assumptions and beliefs. An example of this is the mission statement of any organization. Institutional theory gives a way to understand this system and helps to understand how these institutional systems work in home-based businesses.

3.2 Sustainable Livelihood Framework

The sustainable livelihoods framework creates a situation in which individuals can access resources to reduce poverty and also convert them into sustainable livelihood outcomes (Kabonga, 2020; Othman et al., 2016). There are five indicators of sustainable life outcomes. First, a high level of income is needed to meet basic needs and improve living standards. Increase overall being reduce stocks and risks. Food security and use a better way of using natural resources to save for the future. More income helps to afford the basic necessities of life, improves living standards, and also helps to reduce poverty.

3.3 The Microeconomic Foundation of Prosperity

Economic theory is the microeconomic foundation of prosperity. Porter et al. (2007) which show the importance of this theory in microeconomic competitiveness, show the value of small firms. These small firms drive economic growth opportunities and job creation. This theory suggests that small firms are the key components of prosperity and the overall nation. To become a successful, competitive firm, you need to work on innovation. Need to use the latest or new method to make a product. This approach is better compared to others, like relying only on labor or natural resources or only investing in infrastructure. Innovation is a key component of improving the competitiveness of firms. They are able to deal with unsuspecting problems and change, making the firm stronger.

3.3 The Entrepreneurship Motivation Theory

The theory objectives is to explain the motivation and experience challenges by rural home-based economy owner, driven by financial, environmental, psychological as well as Sociological factors (SOCI). Theory explains the reasons behinds home-based economy, why people start their work from home. What motivate them passion personal fulfillment and for financial independence or some time to achieve work life balance. This theory is highly related with work; because main variable of the study is motivation. Higher the motivation can contribute more and provide employment opportunities. This theory help to understand what motivate rural home-based economy owner and their contribution in rural lives (Manson, 2005).



4. METHODOLOGY RESEARCH FRAMEWORK

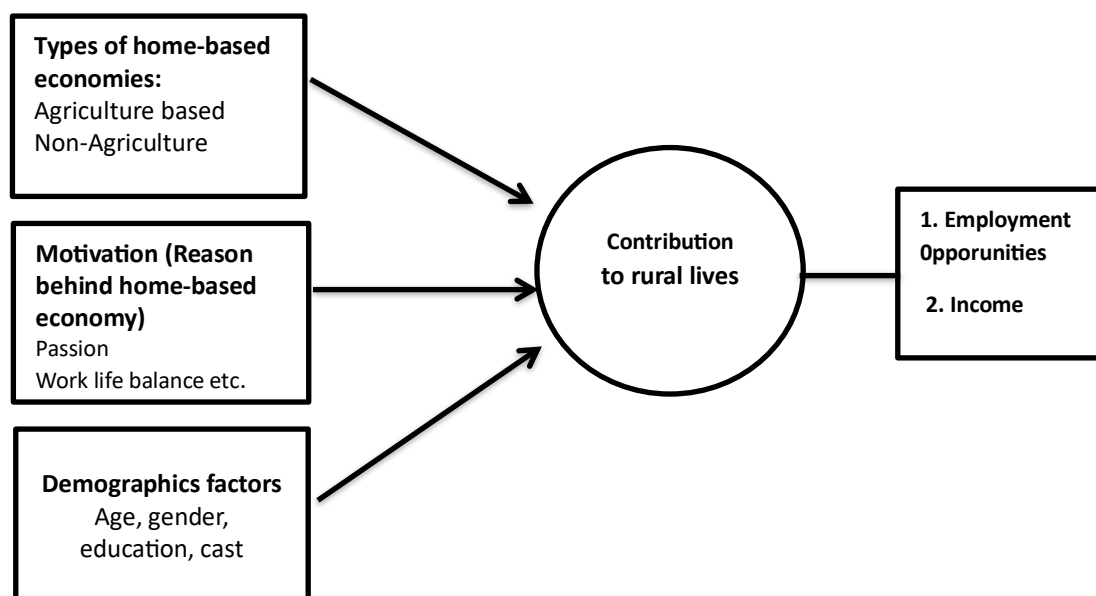


Figure 1.1: Conceptual Framework

The contribution of the home-based economy to rural lives is illustrated by this conceptual framework. We examine this contribution using two measures: the amount of income and the quantity of employment generated by the home-based economy. We also look into the demographic aspects. People of different ages and genders are driven by various factors.

$$CRL = \beta_0 + \beta_1 (RHBE) + \beta_2 (MOT) + \beta_3 (DEM) + \epsilon$$

This empirical framework shows that the types of home-based economy and motivation are primary drivers of contribution to rural lives and all demographic factors education, age, gender and cast will be considered as control variables. Motivation factors are directly related to income and employment opportunities (Ezeadichle et al., 2020; Ferdous et al., 2020)..

Study Area

This research was conducted in Rawalpindi district. (FIG 3.2) show the map of selected area.



Figure 4.1: Study Area of Research



Sampling Method

Multistage random sampling technique was used to select district, tehsils, union councils, and home-based economy owner to achieve objective. Snowball sampling techniques was used to select respondent.

The Cochran's formula in equation 1 below was used to determined sample size for rural areas of District Rawalpindi. The sample size is (n), Z^2 is 1.96 (for 95% confidence level), P is Estimated proportion of population (0.5); e is margin of error (0.05).

$$n_0 = \frac{Z^2 \cdot P \cdot (1-P)}{e^2} \quad 1$$

$$n_0 = \frac{1.96^2 \cdot 0.5 \cdot (1-0.5)}{0.05^2} = 385$$

5. RESULTS AND DISCUSSION

FOR OBJECTIVE 1

Results show that majority are engaged in home-based economy due to financial need, personal fulfillment and for families support. Home-based work offer flexibility, individual are able to balance both work and life. Some people are engaged in home-based economy due to lack of other job opportunities. In services based economy like tuition Beauty services type economy people are engaged due to personal interest (Ivanycheva et al., 2023).

Table 5.1 Motivation For Home-Based Economy

Category	Frequency	Percentage
Financial need	186	49%
Flexibility	94	24%
Personal interest	46	12%
Lack of other opportunities	59	15%
Total	385	100%

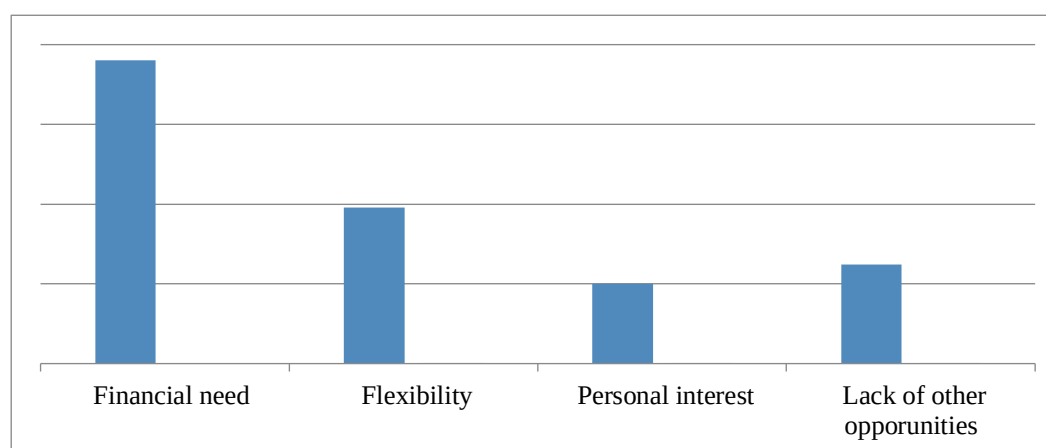


Figure 5.1: Types of motivation for home-based economy

FOR OBJECTIVE 2

TYPES OF HOME-BASED ECONOMY VS MOTIVATION

Different types of home-based economies have different reasons for starting. Every home-based economy starts with a purpose. Service-based economies are mostly started due to personal interest and individual skills. Overall most common reason is for financial need.



Table 5.2: Type Of Home-Based Economy Vs Motivation

Types of Home-based Economy	Motivation (behind home-based economy)
1. Dairy and Poultry farming.	Financial need, family tradition, high demand.
2. Tailoring, beauty service	Passion, quick income turnover, flexible hour for work.
3. Home-Tution	Lack of other job opporunities, Personal interest, additional income.
4. Handicraft	Market demand, Passion, tradition skills.
5. Home-based food busniness	For quick income, family business, work-life balance.
6. Gradening (small-scale)	Supplement income, Utilize extra land at home productively.

Rashid (2024)

FOR OBJECTIVE 3

MULTIPLE REGRESSION ANALYSIS

Apply regression analysis to investigate the relationship between independent and dependent variable (Muhammad et al., 2021).

Predictor	Unstandardized Coefficients		Standardized Coefficients	T-value	Sig.
	B	Std. Error	Beta		
(Constant)	2.543	0.544	–	4.672	0.000
Home-Based Economy	5.672	0.998	0.451	5.68	0.000
Motivation	7.312	1.123	0.474	6.511	0.000
Age	0.138	0.103	0.071	1.343	0.18
Gender	0.093	0.101	0.045	0.921	0.357
Education	0.215	0.059	0.142	3.655	0.000
Caste	0.052	0.052	0.038	1.002	0.318

- a. Dependent variable: Contribution to rural lives which can be measured through income.
- b. Independent variable: Rural home-based economy and Motivation.
- c. Control variable: Demographic information (age, gender, caste, education).
- R = 0.786 R-Square = 0.618 Adjusted R-Square = 0.609 F = 72.321 P = 0.000(p<0.001). Overall regression model is fit. This result indicates that independent variable is predicted by dependent variable. R value (78%) indicate a positive relationship between independent and dependent, R- Square (61%) variation in contribution to rural lives explained by independent rural home based economy and motivation. Adjusted R Square value indicates average distances fall in regression line.(F= 72.321, P < 0.001) confirm that the set of predictor contribute to the outcome variable and model is statistically significant. Among the predictor, Motivation (B = 7.312, P < 0.001) shows statistically significant



relationship. Finding of the study shows that individuals how are more motivate contribute more. Individuals are particularly motivated by financial need and flexibility, this tend to increase household income and employment opporunities. The type of home-based economy (B = 5.672 P < 0.001) also indicate positive relationship, services based home-based economy contribute more as compare to agriculture and handicraft. Other variable like, Age (B = 0.138, P = 0.18), Gender (B = 0.093, P= 0.35), Caste (B = 0.052 P = 0.31) results shows that these variable have very minor effects and statistically non- significant. Education (B = 0.215, P < 0.001) have positive relationship; higher educated individuals contribute more in home-based economy.

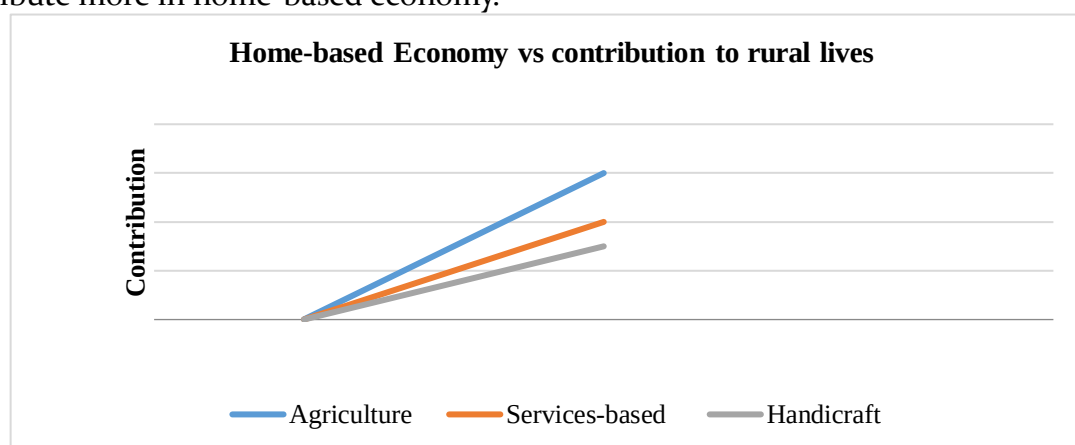


Figure 5.2: Home-based Economy vs contribution to rural lives

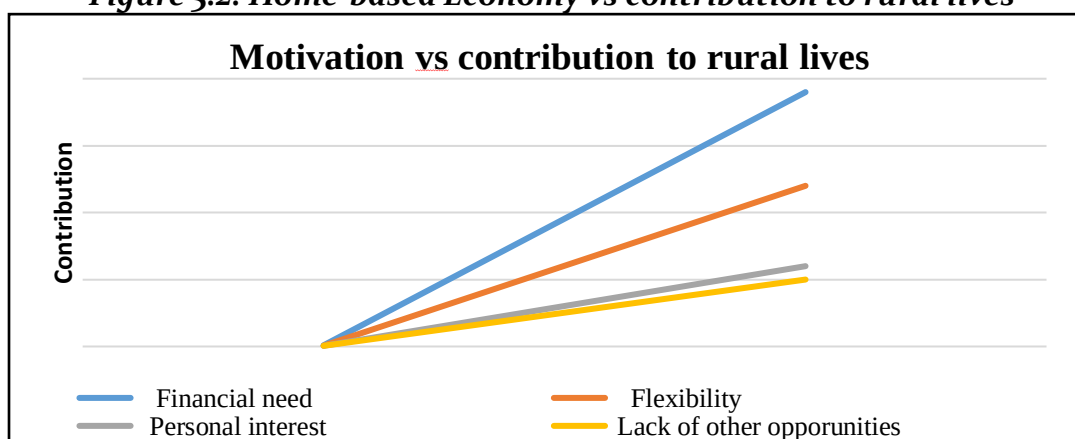


Figure 5.3: Motivation vs contribution to rural lives

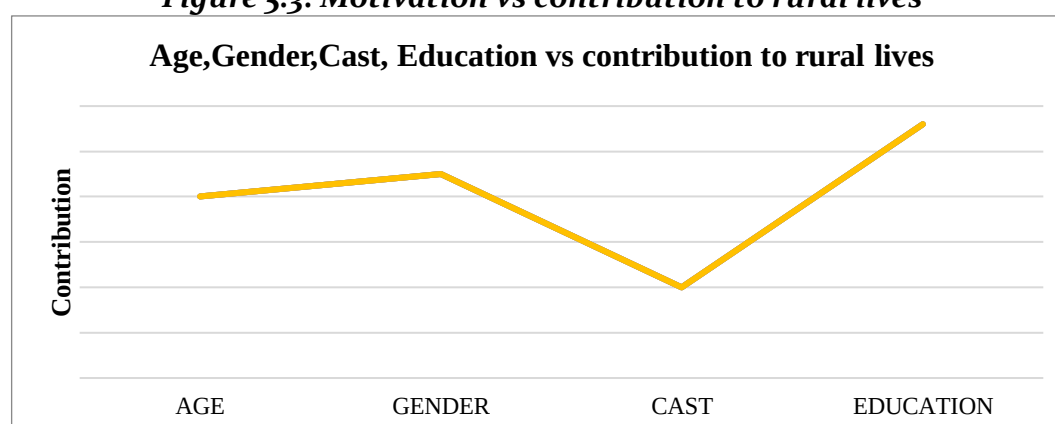


Figure 5.4: Age, Gender, Cast, Education Vs Contribution To Rural Lives



Graphical representation shows the impact of home-based economy on contribution to rural lives, different type of home-based economy contribute different. The result of this study indicates Agriculture based economy contributes more in rural live as compare to other sector. The impact of motivation on rural lives. The results indicate that people are highly motivated for money than for flexibility, personal interest and lack of other opportunities, The impact of age, gender caste and education on contribution to rural lives. As show in graph education have positive relationship, highly educated people contribute more as compare to uneducated. Age, gender and caste have minor effect. The results show that non-employment generating economics are low because mostly home-based economies are small scale these activities still create employment opportunities even on small level.

Table Employment Opportunities

Category	Frequency	Percentage
Employment Generating Economy	143	37%
Non-Employment Generating Economy	242	63%
Total	385	100%



Figure : Employment opportunities from home-based economy

DISCUSSION

In this research, rural home based economy and motivation are independent variable. The finding shows a positive and highly significant impact of home based eco nomy and motivation on rural lives. Contribution to rural lives is dependent variables which can be measured through two indicator income and employment opportunities. Home based economy have significant contribute to rural lives. These home based economies improve living standard and also create employment opportunities at small level. Rural home based economy and motivation are independent variable, different type of home based economy have different impact like agriculture based work is more as compare to other. In rural areas agriculture sector is also very important sector, popular home based economy is agriculturally related. Four types of motivation like financial need, personal interest, lack of other opportunities and flexibility. According to study results majority of the home based economy owner are motivate for financial need and very few are due to personal interest (Ivanycheva et al., 2023). In this research age, gender, education and caste treat as control variable. Only education has positive impact on contribution. Higher the education means contribute more, people who are educated their have ability to manage their work life and also able to use new skills technology to grow their economy. Other variable have



Minor effect female and male both are engaged in home based economy.

SUMMARY AND CONCLUSION

This study investigates the dynamic of rural home-based economy by integrating multiple theoretical frameworks. By examining the role of motivation theory in rural home-based economy and their impact on rural lives, also check the impact of institutional factor on rural lives. The motivational theory help us to identify key driver of home-based economy and their impact on rural lives (Manson, 2005). Institutional theory highlight the role of social organization in home-based economy (Scott, 2008). By combining the ideas of these theories, it's possible to better understand the opportunities and challenges in rural home-based economy and their impact on rural lives. Rural home-based economy is consider one of the most important sector of the economy with have significant impact on rural lives by creating jobs opportunities and addressing the problem of unemployment, and also improve living standard of the rural community. Rural home based economy is considering a way for overall development (Ferdous et al., 2020). Overall, in order to improve income level and living standard of the rural population engaged in home-based economies. There is need that government provided financial support in different forms like small interest free loans, grants, low tax which is helpful in stating and expending home-based business.

LIMITATION AND FUTURE RESEARCH RECOMMENDATIONS

There are some Limitations in the present study. This study was limited to a specific region, i.e. , some rural areas of Rawalpindi and Gujjar Khan District of Rawalpindi. This research area was selected due to time and financial constraints. This research was also limited to particular variables. The independent variable motivation and rural home based economies and control variable like age gender education and cast and dependent variables contribution to rural lives with can measure through two indicator income and employment opportunities. Thus, in the future, we might consider the impact of some missing variable in a present study like government support, technology adoption and social support. This research work explore the impact of home based economy and motivation on rural lives through two indicator household income and employment opportunities. Also, future researcher should focus on examining other mediator variable like role of new technology in homemade based economics, infrastructure and market access, which might improve home based economies.

Home based economy considers a very important sector that deserves support. These businesses can create job opportunities and Foster economic growth. There is need to provide strategic policies that encourage rural home based economy. Developing countries should need to full focus on their economy because there are consider a way to improve overall economy growth. The government should provide financial support for home based economy and subsidies to make equipment more affordable. By adopting online platform the productivity if home based economy should increase, overall contribute to rural lives. Government support can empower home based economy. There is need to empower small scale businesses by providing support they need to start and grow these home-based economies. Developed a programs and fellowships that help young people and woman in rural areas to start and grow their own home-based businesses. Many of them have business ideas but they don't have money, some don't confidences to start, and try to solve the issues by providing support and training on (how to plan their business, how to run, and how to manage budget?). Also need to provide a skill based training like short courses on different field's use of new technologies. If government and



policy makers focus on these recommendation and try to implement this is very useful because the information for this study is directly taken by a home-based economy owner, and by understanding the challenges, opportunities and their home-based economies future need these suggestions are given accordingly.

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