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A Case Study About Digital Platform as a Means of Hassle-Free Economic Activity of Self-Employed People, Especially Astrologers with Special Reference to West Bengal

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Abstract
In the context of accelerating unemployment issue and the developing emphasis on self-employment in India, there has been a major shift among young minds toward flexible, digitally move career options. Traditional professions such as astrology are also undergoing a major transformation by the adoption of digital platforms. This study assesses the positive aspect of digital platforms on the astrology profession and identifies how these ways increase outreach, efficiency, and client involvement.
The study also highlights the vital components required for professional astrologers to transform into digital practitioners, based on both primary and secondary data. Findings of the study indicate that along with traditional astrological knowledge, digital literacy, online consultation abilities, and the use of platforms like social medias and applications are essential for sustainable development.
The study infers that the integration of traditional knowledge with digital competencies is vital for sustaining and enlarging astrological practice in the modern digital economy of India.

Keywords: Astrology, digital platform, West Bengal, self-employment, social media

1. Introduction

At present, India is proactively promoting self-employment opportunities to motivate young minds to harness their creativity and get financial independence. With increasing unemployment issues, there is a remarkable shift from traditional employer–employee relationships toward a “be your own boss” approach. The younger generation extremely prefers flexible, hassle-free work ambiances and is majorly inclined to adopt digital platforms to detect new economic avenues.

In this context, social media platforms influencing has emerged as a favoured pathway into economic activity, especially in regions like West Bengal. Simultaneously, astrology—an ancient Indian practice and a viable source of livelihood—has also preferred digital platforms to wide its reach to global clients. Given that the structured job market alone is not sufficient to reduces unemployment challenges, many individuals rather young minds are moving toward self-employment, focusing to the growth of traditional professions like astrology.

Moreover, enhancing social and financial uncertainties have driven people to seek astrological guidance through online applications for insights into careers, relationships, and personal life. In this emerging scenario, professional astrologers are leveraging digital platforms to communicate with clients more effectively and smoothly. Therefore, beyond traditional knowledge, the adoption of digital ways has become vital in modern professional astrological practice. Accordingly, the present study focuses on the positive impact of digital platform adoption in astrology and identifies the vital components required to become a professional digital astrologer, based on both primary and secondary data.

2. Literature review & research gap

2.1. Literature review

Mishra et. al. (2025) [4] highlighted the most influencing factors of popularity, usage, reliability of digital tools in astrology. The result of the study also helps to know the importance of digital platforms in astrology business. Pandey et. al. (2025) [5] mentioned that digital platform transformed ancient astrology into a globally reach technologically enhanced system. The study highlighted that online apps, social media platforms also enhance astrology businesses. It also referred that over the time; traditional astrology wisdom may reach globally with the help of technology and innovation. Saxena (2024) [6] commented that astronomy is a well-established science but astrology is a belief system. The study also assesses the dual nature of astrology; one is historical and contemporary application. Kanade et. al. (2023) [3] assessed the interaction of astrology and artificial intelligence (AI) / machine learning (ML). The study also focused on the potential benefits and challenges of uses of AI/ML in astrology. Chaudhary commented that astrology is deeply rooted in traditional culture of India and 'Astro talk' stands the superior astrology platform since 2017. The study examined the growth, activities, market reach, financial management of the digital astrology platform, Astro talk based on secondary data. The study also inferred that mainly 20-35 years age people are the major customer of this digital astrology domain with its consistent revenue growth during the period from 2021 to 2023. The study also mentioned that this Astro talk finding the new way of service to reach a vast range of customer in national as well as global market. Das et. al. (2022) [2] commented that interest in astrology due to the uncertain future and common belief in many cultures. The study also mentioned that association of belief in astrology with cognitive, personality and psychological factors such as thinking style, self-concept verification & stress.

2.2. Research Gap

The majority of research work has focused on the history of astrology and the contemporary application of digital tools in astrology. However, there is very limited number of researches on digital tools as a new ray of hope for modern astrologers, specifically in fostering employment opportunities for self-employed astrologers in West Bengal.

3. Research objectives & research methodology

3.1. Research objectives

Astrology is an ancient economic activity as well as a spiritual practice deeply rooted in Indian tradition. However, with the rapid modernization of society, people eagerly seek solutions through digital platforms. As a result, individuals engaged in the astrology profession must adapt to these technological changes to remain pertinent and competitive.

In this context, the present study focuses to explore the role of digital transformation in the field of astrology. The study has the following objectives:

1. To assess the positive aspects of digital tools in the astrology profession; and
2. To highlight the vital components needed to become a digital astrologer.

3.2. Research Methodology

1. Nature of the study: The study is case-study based explorative in nature;
2. Data: Primary as well as secondary data were used in the research;
3. Sources of data: Primary data were collected through interview method based on open ended questionnaire. Secondary data were collected through e-sources like recent reports, journals etc.;
4. Data collection technique: Interview were conducted among thirty self-employed astrologers in West Bengal;
5. Area: Most of the interviewed astrologers were coming from urban area of West Bengal;
6. Sampling Method: Purposive and convenient sampling technique used for the research;
7. Method of Data Analysis: Qualitative analysis method used for interpreting data of the study;
8. Tools: The study used tables, graphs, charts to depict the result of the study.

4. Discussion & findings

4.1. Discussion

- **To assess the positive aspects of digital tools in the astrology profession**

To conduct the study, a total of thirty (30) self-employed astrologers from urban areas of West Bengal were interviewed. The respondents acknowledged that it is very challenging to reach a huge number of clients within a short period through traditional methods. However, a few of them mentioned using various digital astrology applications, where they have registered themselves as professional self-employed astrologers.

Through these platforms, they are capable to connect smoothly with clients from different states across India. The respondents also reported that such platforms offer a lucrative opportunity to apply their knowledge of astrology and provide solutions to clients properly, without the need for physical presence.

Furthermore, they mentioned that digital platforms enable them to get feedback and ratings from customers, which assists in constructing their professional reputation. This, in turn, contributes to enhanced client involvement and increases their financial growth.

The qualitative data from thirty self-employed astrologers were analysed in thematic analysis and varied themes are as follows:

1. **Restricted client reaches in traditional astrology practice:** Many respondents spotted the ambiguity of reaching a large number of clients within a short time span through traditional, face-to-face methods. This limitation hindrances their professional exposure and income potential.
2. **Adoption of Digital Astrology Platforms:** A group of the respondents mentioned adopting digital tools such as astrology mobile applications and online platforms. They also have registered themselves as professional self-employed astrologers, facilitating them to offer services in a more accessible and sizeable manner.
3. **Extension of Client Base Beyond Geographical Limitations:** Digital platforms offer astrologers to communicate with potential clients from different states

of India. This has remarkably expanded their market reach beyond local or regional boundaries, enhancing opportunities for engagement.

4. **Smooth and convenient of Service Delivery:** Respondents mentioned that digital tools enable them to offer and serve consultations quickly and smoothly without any physical presence. This minimizes time barriers and permits them to serve more clients in a lesser period.
5. **Economic Benefits and growth:** Many respondents considered digital platforms as a lucrative avenue. The capability to connect with more clients and provide services properly contributes to improved incomes and financial stability.
6. **Significance of Customer Feedback and Ratings:** Respondents highlighted that digital platforms provide rating and feedback mechanisms, which help develop credibility and professional reputation. Positive reviews fascinate more clients and foster their market position.

Overall, the thematic analysis mentions that digital tools play a vital role in transforming traditional astrological practices into more accessible, efficient, smooth and economically viable professions.

The study has been chalked out the positive aspects of application of digital tools in astrology profession based on the responses of interviewed astrologers.

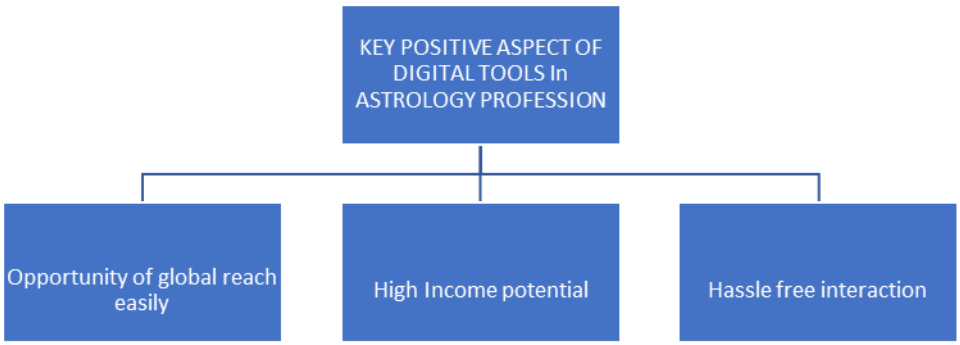
- **Positive Aspects of Digital Tools in the Astrology Profession**

Based on the findings from the interview of self-employed astrologers in West Bengal, several positive aspects of digital tools in the astrology profession have been identified:

1. **Vast Client Reach:** Digital platforms help astrologers to communicate with a large number of clients within a short time span, mitigating the limitations of traditional face-to-face practices;
2. **Locational Expansion:** Professional self-employed astrologers can provide their services beyond local barriers and connect with clients from various states across India, thereby enlarging their professional reach;
3. **Less time consuming and convenience:** Digital platforms allow astrologers to offer consultations quickly and smoothly without any physical presence, saving both time and labour;
4. **Potential Income growth:** The ability to serve more clients efficiently and reaches a broader market retains to higher income potential and improved sustainable financial stability.
5. **Feedback and Rating Criteria:** Customer reviews and ratings on digital platforms assist develop credibility and trust, which in turn charms more clients.
6. **Flexible work opportunity:** Digital platforms offer flexibility in terms of working timings and geographical location, making it smoother and easier for professional astrologers to manage their profession independently.

Overall, digital tools serve as a transformative fuel in the astrology profession by expanding accessibility, efficiency, and income potential opportunities for self-employed professional astrologers.

From the detailed discussion, the study mentioned the key positive aspects as follows:

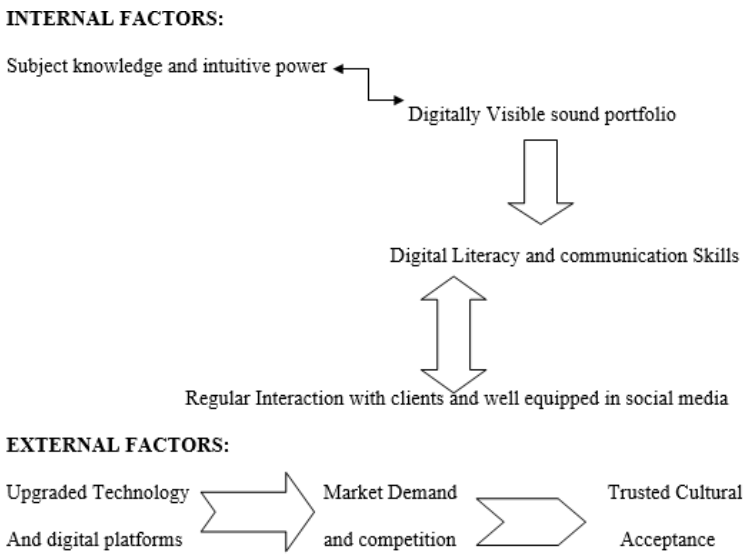


Source: Author's own presentation based on the primary qualitative data)

Fig 1:

- **To highlight the vital components needed to become a digital astrologer**

Definitely digital tools have the high potential to revive the astrology profession. But those who are professionally engaged in the profession, they have the traditional knowledge of astrology and its application. But if they are not digitally equipped and proficient to use digital tools in astrology practice, then there is no benefit of digital platforms in their profession. So, the study also discussed about the vital components needed to become a digital astrologer with existing professional astrologers. Based on their responses, the study identified the vital components to become a digital astrologer and these are as follows:



Source: Author's own presentation based on the collected qualitative data

Fig 2:

4.2. Overall Findings of The Study

The study detects that traditional astrological knowledge must be supplemented with digital skills to remain productive. Use of platforms like social media and tools such as astrology-based apps improves client reach and efficiency. Key requirements include sound digital literacy, relevant content creation, online consultation, and personal promotion, creating the combination of traditional and digital competencies vital for professional success.

5. Conclusions and suggestions

5.1. Conclusions

The study concludes that digital platform has remarkably transformed the practice of astrology. While traditional knowledge remains essential, it is insufficient without digital incorporation. The effective and proper use of platforms like Instagram, Facebook and tools such as Astro apps is crucial for improving reach, enhancing adequate service delivery, and securing professional growth. Hence, the integration of traditional expertise knowledge with digital competencies is significant for a successful transformation to digital astrology practice.

5.2. Suggestions

1. Professional astrologers should evolve digital literacy to efficaciously use online platforms and tools.
2. Astrologers should focus on building a strong online presence through consistent involvement on platforms like Instagram, face book, YouTube and other astro apps.
3. Adoption of astrology software and mobile applications can modify efficiency and accuracy.
4. Ethical practices and professionalism must be continued in the digital environment to develop trust and credibility.

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