



Empowerment of Women through Entrepreneurship

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Abstract

Enhancement of Women is a need of an hour for achieving sustainable development. Women's empowerment, include women's power to make decisions and inculcate the awareness to use their rights, access to and control over resources, their own bodies and their destiny. It also calls for the full participation of women and equal opportunities for leadership at all levels of decision-making. Technical progress alone cannot lead to economic development, unless technological breakthroughs are put to economic use by entrepreneurs.

Keywords: Preneursh empowerment, Ventures, sustainable, accessibility, Cyberip

Introduction

Economic development can be easily achieved by giving necessary support to the entrepreneurship programs. Realizing the potential of startups and initiating new business ventures government have given key support mechanism and system to create the entrepreneur eco system. Aspects of wealth creation, problem solution, social service initiatives, helping the community in large, finding solutions for the issues bothering for greater community are taken up by the potential entrepreneurs in the form of business enterprises. Entrepreneurship is major area to be concern for sustainable development of the society, which plays an important role in overall development of the countries like India, the in-depth study of awareness, profile and challenges while practicing the entrepreneurship.

Statement of the problem

In India approximate Fifty-eight percentages of female entrepreneurs in the age group of 20 to 30 years. The women entrepreneurs are different in accessibility, challenges, Impact and come across major challenges such as social, economic, technology etc., hence the detailed study is needed to understand the women entrepreneurs in India, hence the study has undertaken to analyze the awareness, impact, profile and challenges and identify the probable solutions to overcome the issues.

Scope

The research on women entrepreneurs Programmes in Karnataka is mainly focus on women entrepreneur's Programme in and around taluks of Mysore district of Karnataka. It covers study on awareness, demographic profile, investment pattern, frequency, perception, problem areas of the registered and UN registered rural and urban entrepreneurs during the year 2024-2025 in Mysore Districts

Objectives

1. To Study the Profile of women entrepreneurship
2. To assess the challenges faced while practicing Entrepreneurship

Hypothesis

H1: The Awareness level of Women entrepreneurs is not significant

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Study based on primary data collected by survey method and secondary data collected from various sources. The study sample includes 480 women entrepreneurs of 7 taluks across Mysuru districts. Simple unplanned sample techniques are used to top quality research from 7 taluks of the district. The sample includes good number of registered, unregistered, rural and urban entrepreneurs in the study area.

Sample Frequency

1	Mysuru	136	28.33
2	K.R. Nagara	76	15.83
3	Nanjangud	70	14.58
4	Hunsur	66	13.75
5	Piriyapatna	48	10.00
6	H.D. Kote	44	9.17
7	T. Narasipura	40	8.33
1	Mysuru	480	100

Source: Primary Data

Sample Frequency-Taluk wise details

Sl. No	Taluk	URBAN				Rural				Total
		Reg	%	UnReg	%	Reg	%	UnReg	%	
1	Mysuru	19	0.328	49	0.26923	36	0.295	32	0.27	136
2	K.R. Nagara	7	0.121	30	0.16484	16	0.131	23	0.178	76
3	Nanjangud	9	0.155	26	0.14286	18	0.148	17	0.144	70
4	Hunsur	7	0.121	26	0.15934	16	0.131	17	0.169	66

5	Piriyapatna	8	0.138	11	0.09341	13	0.115	11	0.093	48
6	H.D. Kote	4	0.069	18	0.08791	13	0.107	9	0.059	44
7	T. Narasipura	4	0.069	15	0.08242	9	0.074	12	0.085	40

Source: Primary Data

Table shows the taluk wise distribution of 480 samples in Mysuru districts and Taluqwise Rural, Urban Registered and unregistered entrepreneurs in the study area for example in Mysuru taluk, 136 samples were selected and equally distributed between rural and Urban areas. In rural area 68 entrepreneurs are selected from registered 19 and non-registered 49 entrepreneurs. Out of 68 rural sample 16 from trade, 39 manufacturing and 13 service sectors. In Urban area 68 entrepreneurs are selected from registered 36 and non-registered 32. Out of 68 urban samples seven entrepreneurs selected from trading 42 manufacturing and 19 in service sector.

The data collected from the survey has edited, scored and entered for analysis by the Microsoft Excel. Analytical Tools and Techniques used are Descriptive statistics, inferential statistics and one-way ANOVAs.

Literature Review

Moser (1989) stated empowerment is the capacity of women to increase their self – reliance and internal strength. This is identified as the right to determine choices in life and to influence in direction of change through the ability to gain control over material and non – material resources. Stuart (1992) we need not “empowerment women but “power man”. According to Pilli (1995) “Empowerment is an active multi-dimensional process which enables women to realize their full identity and powers in all spheres of life. Palaniappan, C. S. Ramani Gopal, A. Mani (19 March 2012) in their article analyzed that women have been successful in breaking their barriers within the limits of them by entering into varied kinds of professionals and services.

Tripathy Lal ‘s (November 15, 2012) main objective of this research was to study the significant rise of Women Entrepreneurs in India and how it has evolved since the pre-independence days (before 1947), during the British colonial days. Wadhwa and Mitchell (2010) presented a detailed exploration of men & women entrepreneur’s motivations, background and experiences. Deshpande & Ms. Sunita Sethi, Shodh, Samikshaaur Mulyankan (Oct.-Nov.-2009) in their research paper exhibits the encouraging and discouraging factors in an enterprise and to provide solutions to the various problems faced by the women entrepreneur group.

Burch (Nov 18th 2013), experiences that women entrepreneurs see the world through a different lens and, in turn, do things differently. Though the women are operating new businesses, yet they face a huge equality gap. In only seven countries Panama, Thailand, Ghana, Ecuador, Nigeria, Mexico and Uganda women take part in business at rates equal to men ‘s; in some countries, like Pakistan, they rarely take part at all.

Women Empowerment

Education is one of the most important means of empowering women with the knowledge, skills and self-confidence necessary to participate fully in the development process. Countries should act to empower women and should take steps to eliminate inequalities between men and women. The empowerment and autonomy of women and

the improvement of their political, social, economic and health status is a highly important end in itself. In addition, it is essential for the achievement of sustainable development.

Women should possess liberty, faith, and self-worth to opt for their needs and demands. Women’s empowerment and promoting women’s rights have emerged as a part of a major global movement is continuing to break new ground in recent years. Days like International Women’s Empowerment Day are also gaining momentum.

Measures for Empowerment

- Eliminating violence against women
- Eliminating discriminatory practices by employers against women
- Establishing mechanisms for women’s equal participation and equitable representation
- Promoting the fulfillment of women’s potential through education, skill development and employment.
- Eliminating all practices that discriminate against women
- Adopting appropriate measures to improve women’s ability to earn income beyond traditional occupations

Empowering women is a necessary right of women. Women empowerment in India is one of the principal terms for society’s overall development. There is nothing erroneous in participating in the development of society. Over the preceding decades, there has been a uniform increase in women’s empowerment. Women must possess self-worth, confidence, and freedom to choose their needs and requirements.

Benefits of empowerment

1. Essential to achieving women’s rights and gender equality.
2. Ensuring women can equally participate in work & social protection;
3. Access markets and have control over resources,
4. Increased voice
5. Meaningful participation in economic decision-making
6. Promoting women’s economic justice and rights
7. Economic diversification
8. Income equality for shared prosperity

State Government Sponsored Schemes Implemented by KSWDC

1. Udyogini Scheme
2. Women training Programme
3. State resource center (SRC)
4. Micro Credit:
5. Chethana (rehabilitation of Sex workers)
6. Rehabilitation of transgender
7. Interest subsidy Scheme to Women entrepreneurs (KSFC)
8. Samrudhi Scheme
9. Saviruchi

Entrepreneurship

Entrepreneurship remains a human enterprise that contrives goods and assistance approaching marketing purposes. It intensifies commercial and social progress in the world. It is an ability and desire to establish, administer and succeed in a start-up venture along with risk entitled to it, to make profits. Most prominent example of entrepreneurship is the starting of new businesses. In economics, entrepreneurship connected with land, labor, natural resources and capital can generate a profit. The entrepreneur is defined as someone who has the ability and desire to establish, administer and succeed in a start-up venture along with risk entitled to it, to make profits. The best example of entrepreneurship is the starting of a new business venture. The entrepreneurs are often known as a source of new ideas or innovators, and bring new ideas in the market by replacing old with a new invention.

Entrepreneurship is the ability and readiness to develop, organize and run a business enterprise, along with any of its uncertainties in order to make a profit. It is the ability and readiness to develop, organize and run a business enterprise, along with any of its uncertainties in order to make a profit. He/She connected with land, labor, natural resources and capital can generate a profit. In a nutshell, anyone who has the will and determination to start a new company and deals with all the risks that go with it can become an entrepreneur. Entrepreneurship is the ability and readiness to develop, organize and run a business enterprise, along with any of its uncertainties.

Types of Entrepreneurships

1. Small Business Entrepreneurship
2. Large Company Entrepreneurship
3. Startup Entrepreneurship
4. International Entrepreneurship
5. Social Entrepreneurship
6. Environmental Entrepreneurship
7. Technopreneur ship
8. Hustler Entrepreneurship
9. Innovative Entrepreneurship
10. Cyberpreneurship
11. Researcher Entrepreneurship

Characteristics

Characteristics that make entrepreneurship successful. A few of them are mentioned below: Ability to take a risk, Innovation. Visionary and Leadership quality & Flexible

Push Factors	The Pull Factors
Death of the primary bread earner	Financial Independence
Separation from husband.	Make use of the existing skills
Need to generate a source of income	Providing employment to others
Health of the primary bread earner	To attain higher social status
Fulfill the basic needs of her family	Financial Independence

Problems encountered: Some of the common challenges are:

1. **Lack of Finance:** Finance is the essential or is the first and for most resource for venture creation. It is a myth that banks are not ready to finance women.
2. **Stepping into new markets:** Women focus less on attaining training and experience in on how to

participate in the market place and are therefore unable to market goods and services strategically.

3. **Lack of Training:** On larger perspective women on average get less opportunities to education than men since the beginning, and technical and vocational skills can only be developed on a strong foundation of basic primary and secondary education where women lag behind.
4. **Difficulties in managing:** There are times when because of various constraints, lack of ability to develop business network and less ability to manage men entrepreneurship becomes a wasteful attempt for women.
5. **Mobility Restrictions:** Coming from a conservative society Women in India have got restricted mobility. The expansion of education awareness to all. The mobility problem has been solved to certain extent.
6. **Dual Responsibility:** Woman had other set of roles and responsibilities take place in her life after her office hours and these are household responsibilities related to her family and kids.

Major Problems

Sl	Major Problems	Sl	Other Problems
1	Problem of access of finance	1	Negative attitude of banks
2	Limitation mobility	2	Lack if working capital
3	Family ties	3	Lack of managerial efficiency
4	Male-dominated society	4	Lack if access to advance technology
5	Family conflicts	5	Red tapism
6	Role conflicts	6	Lack of business experience
7	Lack of education	7	Scarcity of raw material
8	Discrimination in upbringing	8	Inefficient arrangement for marketing and sale
9	Low need for achievement	9	Lack of information
10	Low risk-bearing ability	10	Inadequate infrastructure facilities
11	Lack of self confidence	11	High cost of production
12	Lack of encouragement from family	12	Stiff competition

The respondents in study area are currently engaged in following activities

Currently Engaged Business Activities

Business Activities	F	Business Activities	F
Textiles	11	Candle Making	3
Catering Service	8	Bricks	3
Hand Embroidery and Designing	26	Bag Making	6
Soft Toys and Handicrafts	16	Paper Plates	3
Food Processing and Bakery Products	26	Flour Milling	12
Tailoring	102	Beauty Parlor	72
Condiments and Confectioneries	27	Retail Shops	68
Agarbatti Making	9	Hand Embroidery	38
Food Processing & Condiments	21	Book Store	15
Computer Center	2	Total	480
Fancy Store	12		

Source: Primary Data

It reveals the currently engaged business activities of the women entrepreneurs in Mysuru district. Among the total respondents, 102 (21.2%) are engaged in tailoring, 72 (15.0%) are engaged in beauty parlor, 68 (14.2%) have retail shops, 26 (5.4%) in Hand Embroidery and Dress

Designing business and only 2 engaged computer respectively.

Financial Support on the Basis of Business

Type of Business	Bank	SHGS	NGOs	Others	Husband	Total
Trade	40	31	0	12	19	102
Manufacturing	44	85	4	47	99	279
Service	38	23	0	12	26	99
Total	122	139	4	71	144	480

Source: Primary Data

Table reveals that type of registration on the basis of business such as trade business. Manufacturing business, Service business in registered sector and unregistered sector.

And from where they availed Financial Support such as bank, SHG, s, NGO, s

Motivational factor for Entrepreneurship

Type of Business	Own	By Family	Friends	Mass media	RUDEST	SHG,s	NGO,s	Total
Trade	20	78	1	0	2	1	0	102
Manufacturing	125	117	25	5	4	1	2	279
Service	60	32	6	0	0	1	0	99
Total	205	227	32	5	6	3	2	480

Source: Primary Data

Table describes the distribution of respondents on the basis of motivational factor for entrepreneurship. The above table displays that women entrepreneur and their choices in manufacturing and service business using their own motivation but trading business was choice based on the family member's motivation. It is observed that among 480 women entrepreneurs (42.7%) started their business on the basis of own motivation and (47.3%) respondents started business based on the family member's motivation.

Awareness is analyzed pre-entrepreneurship and post entrepreneurship based on following parameters

1. General Awareness about Entrepreneurship
2. Demographic/region wise comparisons of challenges
3. Schemes offered by Government
4. Financial and managerial impact
5. Social empowerment
6. Economic empowerment

General Awareness about Entrepreneurship

Sl	Statement	Score	WAS	RK
1	Entrepreneurship is independent source of Livelihood	1996	0.147	2
2	Entrepreneurship is Ultimate option for long run survival	1971	0.145	3
3	Economy needs more women entrepreneurs	1890	0.139	6
4	Equal distribution of income and wealth possible by Women entrepreneurship	1922	0.141	5
5	Women entrepreneurs need in-depth further training	2006	0.148	1
6	Home industries are feasible for women entrepreneurs	1819	0.134	7
7	Women entrepreneurs are taking more risk than men entrepreneurs	1940	0.143	4

Source: Primary Data

The total score being 1996, 1971, 1890, 1922, 2006, 1819 and 1940 for the mentioned statement Women entrepreneurs need in-depth further training and Home industries are feasible for women entrepreneurs ranked first and least respectively.

Awareness about demographic/region wise comparisons of challenges

Sl	Statement	TS	WAS	Rank
1	Women face more challenges than men entrepreneurs	1996	0.147	3
2	Women are equally compatible to run business	2068	0.152	1
3	The social status of Women entrepreneurship are encouraging	1890	0.139	6
4	Government is always ready for support	1922	0.141	5
5	Gender bias is main bane for women entrepreneurship	2006	0.148	2
6	There is no significant difference between Rural and Urban entrepreneurship	1819	0.134	7
7	Women entrepreneurs are taking more risk than men entrepreneur	1927	0.142	4

Source: Primary Data

The total score being 1996, 2068, 1890, 1922, 2006, 1819 and 1927 respectively for the statement where the statement Women are equally compatible to run business ranked first and There is no significant difference between Rural and Urban entrepreneurship There is no significant difference between Rural and Urban entrepreneurship ranked least.

Awareness about Schemes offered by Government

Sl.	Statement	TS	WAS	Rank
1	State government Schemes are better than central government Schemes	18400	0.1985	4
2	Government gives equal importance for men and Women entrepreneurs	19780	0.2134	1
3	There is more documentation to avail scheme benefits	18900	0.2039	2
4	Single window clearing system is available at govt schemes	16870	0.1820	5
5	State and central schemes are equally supporting	18750	0.2023	3

Source: Primary Data

The total score being 1840 ,1978 ,1890 ,1687 and 1875 for the statement State government Schemes are better than central government Schemes, Government gives equal importance for men and Women entrepreneurs and Single window clearing system is available at govt schemes ranked first and least respectively.

Awareness about Financial and managerial impact

Sl. No	Statement	TS	WAS	Rank
1	We can expect proportionate income	1928	0.1502	2
2	There is correlation between Risk and return	1935	0.1508	1
3	Innovative business is more profitable	1890	0.1473	3
4	Way of life will improve after starting entrepreneurship.	1687	0.1315	7
5	After starting micro entrepreneurship financial decision changes into self-decision.	1823	0.1421	5
6	After starting micro entrepreneurship marketing decision changes into self-decision.	1689	0.1316	6

Source: Primary Data

The total score being 1928, 1935,1890,1823,1689 and 1880 for the statement we there is correlation between Risk and return and Way of life will improve after starting entrepreneurship. Ranked first and least respectively.

Awareness about Social empowerment

Sl.	Statement	TS	WAS	Rank
1	Way of life will improve after starting entrepreneurship.	1889	0.2620	1
2	After starting micro entrepreneurship financial decision changes into self-decision.	1791	0.2484	3
3	After starting micro entrepreneurship marketing decision changes into self-decision.	1844	0.2557	2
4	After starting micro entrepreneurship Managerial decision changes into self-decision.	1687	0.2339	4

Source: Primary Data

The total score being 1889, 1791, 1844 and 1687 for the statement Way of life will improve after starting entrepreneurship and after starting micro entrepreneurship financial decision changes into self-decision. Ranked first and least respectively.

Awareness about Economic empowerment

Sl	Statement	TS	WAS	Rank
1	Enhanced income through micro entrepreneurship	1899	0.1614	5
2	Conception expenditure is increasing After starting entrepreneurship.	1803	0.1533	6
3	Savings are increased After starting entrepreneurship.	2079	0.1767	1
4	Improved asset position through entrepreneurship.	2047	0.1740	2
5	Joint accounts are transferred into independent accounts and increases bank transaction.	1985	0.1687	3
6	Enhance economic empowerment	1952	0.1659	4

Source: Primary Data

The total score being 1899, 1803, 2079, and 2047, 1985 and 1952 for the statement. Savings are increased after starting entrepreneurship ranked first and Conception expenditure is increasing after starting entrepreneurship ranked least.

Awareness	SA	A	N	DA	SDA	Total
General - Entrepreneurship	209	169.85	39.857	29.6	31.714	480
Demographic/region wise comparisons	211.43	172.42	37.857	28.1	30.142	480
Awareness on Schemes offered by Government	187.8	166.4	41.4	41.4	42.4	480
Financial and managerial impact	184.43	160.28	45	44.6	45.714	480
Social empowerment	178.57	153.7	46.75	51	49.25	480
Economic empowerment	224.33	156.6	39.50	34.5	25.00	480

Source: Primary Data

ANOVAs Single Factor Summary

Groups	Count	Sum	Average	Variance
209	5	986.5619	197.3124	384.275
169.8571429	5	809.531	161.9062	56.87921
39.85714286	5	210.5071	42.10143	13.82108
29.57142857	5	199.6143	39.92286	78.66751
31.71428571	5	192.5071	38.50143	108.7276

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	119818	4	29954.5	233.156	1.8E-16	2.866081
Within Groups	2569.481	20	128.4741			
Total	122387.5	24				

The taluk wise distribution of respondents (women entrepreneurs) in Mysuru district shows that out of 480 respondents 136 (28.3%) belong t Mysuru taluk, 76(15.8%) respondents are at K.R. Nagara Taluk, 70(14.6%) belong to Nanjangud taluk, 66 (13.8%) are at Hunsur taluk, 48 (10.0%) respondents are at Piriapatna, 44 (9.2%) belong to H.D. Kote, whereas 40 (8.33%) are in T. Narasipura taluk. The majority of respondents (28.33 Percentages) belong to Mysuru taluk. Entrepreneurs (42.7%) started their business on the basis of own motivation and (47.3%) respondents started business based on the family member's motivation. Awareness of Women Entrepreneurs are measured on the basis of selected statements under following parameters such as General Awareness about Entrepreneurship, Demographic/region wise comparisons of challenges, Schemes offered by Government, Financial and managerial impact, social empowerment and Economic empowerment in which the respondents response gives clear picture about the awareness level. The calculated value of F is 233.156 that is Higher comparing to 2.866081 value mentioned in table at 5% level of significance with d.f being v1=20 and v2=24. So, there is sufficient evidence to accept null hypothesis.

The following suggestions are recommended it may be implemented in order to overcome the challenges in the study area and other parts of the country. Regarding the profile of the women entrepreneur's majority are small, micro and UN registered entrepreneurs especially in rural

area of the study area, it is better to focus mainly on such kind of entrepreneurs through various schemes. In spite of challenges women entrepreneurs concentrate on innovative enterprises, it is better to motivate such kind of entrepreneurs.

The awareness of women entrepreneurs is not same among the rural and urban entrepreneurs and registered & UN registered entrepreneurs. It is recommended to concentrate on rural and unregistered entrepreneurs who lack awareness on scheme, education, accessibility etc. Financial institutions shall facilitate women entrepreneurs for easy access of finance and sanction of loan for targeted assignment. Creation of new incubation facilities for women entrepreneurs and to inspire new startups for women. The Limitation mobility should overcome by the women in modern era and government and society by relevant measures.

Conclusion

The Contribution to nations GDP and overall development of the country is directly depending upon the empowerment of entrepreneurship. The empowerment of women is the need the hour it can be improved by Women Entrepreneurship. women entrepreneurs are come across different level of Awareness, Accessibility, facilities and challenges. The timely need from society, financial institutions, government and various institutions empowering the entrepreneurship has impacted the lives of the women entrepreneurs and enhance the better levels of profits, economic savings, asset creation, employment generation and equal distribution of income and wealth.

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