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Women Entrepreneurship of India – Issues and Challenges & Opportunities: Special Reference to Kalaburagi City

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Abstract

Women-owned businesses are in minority in India. The hurdles faced by women who have embraced entrepreneurship are vast and often different from those experienced by their male counterparts. Karnataka has always been a supporting ecosystem that has facilitated the growth of innovation and entrepreneurship. Universally, entrepreneurship is accepted as the main driver of profitable growth. It has appeared as an employment outlook and a way of adding women at diverse levels within an economy. Women entrepreneurs are gradually becoming one of the elements of growth, predominantly in India. Karnataka is one of the top five states in the whole of India, which is housing the maximum number of women entrepreneurs in the nation with a majority in small and medium-sized businesses. The influence that entrepreneurship has on the well-being of women is not sufficiently discovered.

Key words: entrepreneurship, Women entrepreneurs, Kalaburagi city, motivation, E-commerce

Introduction

What is an Entrepreneur?

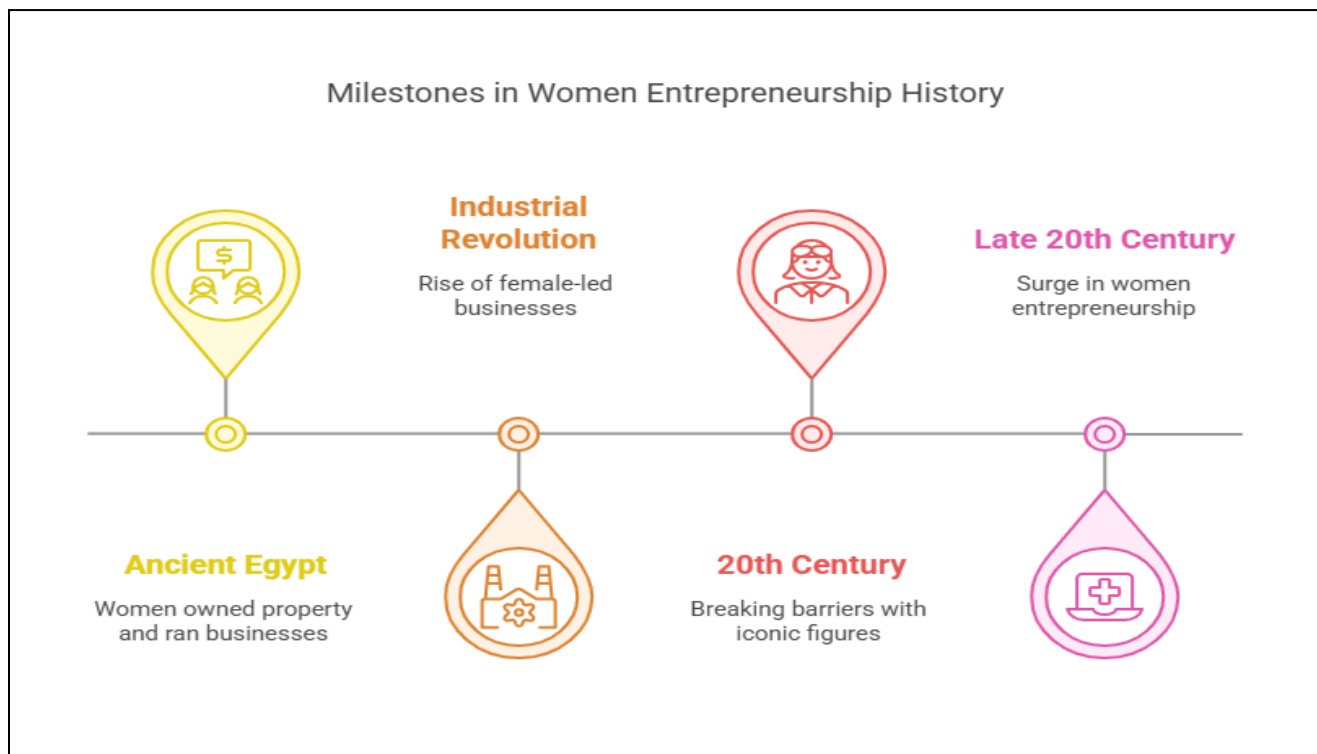
An entrepreneur is an individual who identifies a need in the market and takes the initiative to create a business to fulfill that need. Entrepreneurs are often characterized by their willingness to take risks, innovate, and drive change. They play a crucial role in economic development by creating jobs, fostering innovation, and contributing to the overall growth of the economy. Entrepreneurs can operate in various sectors, ranging from technology to retail, and can be found in both small startups and large corporations.

What is a Women Entrepreneur?

A women entrepreneur is a female who initiates, organizes, and manages a business venture, taking on financial risks in the hope of profit. Women entrepreneurs are vital to the economy as they bring diverse perspectives and innovative solutions to the marketplace. Despite facing unique challenges such as gender bias, limited access to funding, and balancing work-life responsibilities, women entrepreneurs continue to thrive and contribute significantly to economic growth and job creation. Their presence in the entrepreneurial space is essential for promoting gender equality and empowering future generations of women in business.

Starting from the times of Manu who remarked “Na stree svaatantryam arhati” (Woman does not deserve to get freedom as in her childhood she is under the protection of her father; after marriage under the protection of her husband; and in their old age under the protection of her son), various movements have gone on taking place to enhance the position of women in the society and presently we have reached the stage of women empowerment. (Dr. Lata, 2023). Women entrepreneurs in India, highlighting their increasing presence despite facing significant sociological and psychological challenges in a male-dominated society. Women now account for approximately 14% of entrepreneurs and are emerging from diverse backgrounds and fields. Barriers they encounter, including limited resources and bureaucratic hurdles, while also showcasing inspiring success stories. It emphasizes the need for greater support, simplified government processes, and enhanced confidence among women to foster entrepreneurship, ultimately advocating for women's empowerment as vital for economic growth and societal development in India. (Saraswat & Lathabahvan, Mukd Shabd Journal).

A. History of Women Entrepreneurship



and the relentless pursuit of independence. This document explores the evolution of women in business, highlighting key milestones, challenges faced, and the significant contributions made by women entrepreneurs throughout history. From the early days of trade and commerce to the modern era of startups and technology, women have played a crucial role in shaping the economic landscape.

Early Beginnings

Women have been involved in trade and commerce since ancient times. In many cultures, women managed family businesses, engaged in agriculture, and participated in local markets. For instance, in ancient Egypt, women could own property and run businesses, while in medieval Europe, women often operated shops and were involved in guilds. However, societal norms frequently limited their opportunities and recognition.

The Industrial Revolution

The Industrial Revolution in the 18th and 19th centuries marked a significant turning point for women entrepreneurs. As factories emerged, many women found employment outside the home, leading to the rise of female-led businesses. Women began to establish their own enterprises, particularly in textiles and garment production. This period also saw the formation of women's organizations advocating for rights and opportunities in business.

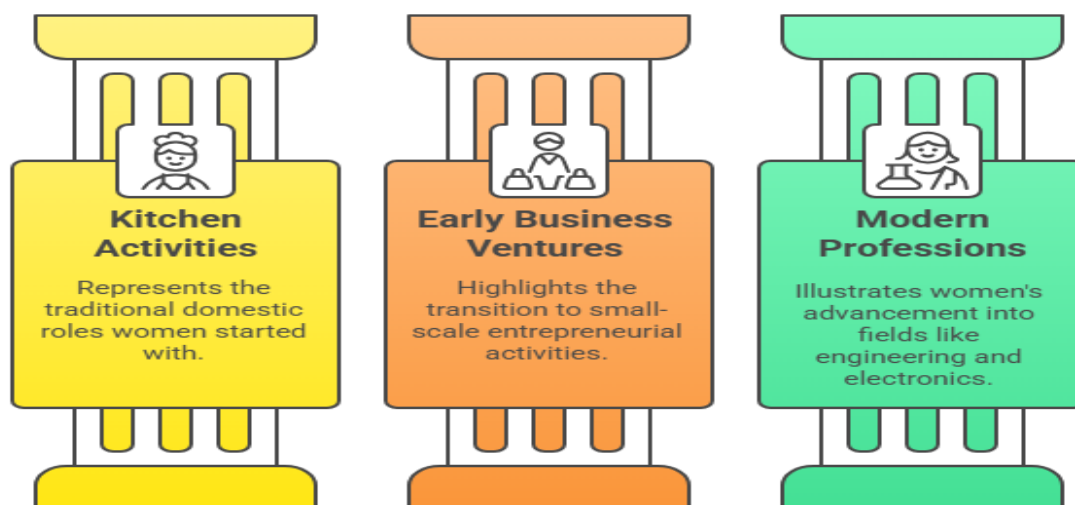
The 20th Century: Breaking Barriers

The 20th century brought about substantial changes in women's roles in society and the workforce. The suffrage movement and two World Wars challenged traditional gender roles, leading to increased participation of women in various sectors. Women like Madam C.J. Walker, who became the first female self-made millionaire in the United States, and Coco Chanel, who revolutionized women's fashion, emerged as iconic figures in entrepreneurship.

The Rise of Modern Entrepreneurship

The late 20th and early 21st centuries witnessed a surge in women entrepreneurship, fueled by advancements in technology and changing societal attitudes. Women began to dominate sectors such as beauty, health, and technology. Organizations and initiatives aimed at supporting women entrepreneurs, such as the Women's Business Enterprise National Council (WBENC) and the Global Women's Entrepreneurship Initiative, emerged to provide resources and networking opportunities. In earlier days, Women got involved with 3 Ks viz Kitchen, Kids, Knitting, then It can be traced out as an extension of their kitchen activities mainly to 3Ps viz Pickles, Powder & Pappad. And now at present with increasing awareness about business and spread of education among women over the period, they have started shifting from 3Ps to engross to 4 modern E's viz Engineering, Electronics, and Energy they have excelled in these activities. (Sangolagi & Alagawadi, 2016)

From Tradition to Innovation: Women's Journey in Work Evolution



This document explores the diverse landscape of women entrepreneurs, highlighting various types based on their business models, motivations, and industries. Women have increasingly taken on entrepreneurial roles, contributing significantly to economic growth and innovation. Understanding the different types of women entrepreneurs can provide insights into their unique challenges and successes.

1. Small Business Owners

Small business owners are perhaps the most common type of women entrepreneurs. They typically run local businesses such as retail shops, restaurants, and service providers. These entrepreneurs often focus on community engagement and customer relationships, contributing to local economies.

2. Tech Entrepreneurs

With the rise of the digital age, many women have ventured into technology-related fields. Tech entrepreneurs often develop software, apps, or tech services. They face unique challenges in a male-dominated industry but are increasingly breaking barriers and leading innovative projects.

3. Social Entrepreneurs

Social entrepreneurs are driven by a mission to create social change. They establish businesses that address social issues, such as poverty, education, and health care. Women in this category often combine profit-making with a commitment to making a positive impact on society.

4. Freelancers and Consultants

Many women choose to work as freelancers or consultants, leveraging their expertise in various fields such as marketing, finance, or human resources. This type of entrepreneurship offers flexibility and the ability to work with multiple clients, allowing women to balance work and personal life.

5. E-commerce Entrepreneurs

The rise of online shopping has led to a surge in e-commerce businesses. Women entrepreneurs in this space often sell products through online platforms, utilizing social media and digital marketing to reach a broader audience. This type of entrepreneurship allows for scalability and access to global markets.

6. Franchise Owners

Some women entrepreneurs opt to invest in franchises, which provide a proven business model and brand recognition. Franchise ownership can be an attractive option for those looking to minimize risks while still running their own business.

7. Creative Entrepreneurs

Creative entrepreneurs include artists, designers, writers, and other creatives who turn their passions into profitable ventures. They often work in industries such as fashion, art, and media, and their businesses may range from handmade crafts to digital content creation.

8. Corporate Entrepreneurs (Intrapreneurs)

Corporate entrepreneurs, or intrapreneurs, are women who innovate within established companies. They drive new projects and initiatives, often leading to significant advancements within their organizations. This type of entrepreneurship allows women to leverage corporate resources while pursuing their entrepreneurial spirit.

Objectives of the Study

- To discover the issues & challenges faced by women entrepreneurs of Kalaburagi city.
- To examine the opportunities of women entrepreneurs from Kalaburagi city.
- To understand the emergence of women Entrepreneurship

Literature Review

Women entrepreneurship has emerged as a critical area of study in the context of economic development, particularly in developing countries like India. The role of women in entrepreneurship is increasingly recognized as vital for fostering innovation, creating jobs, and promoting economic growth. However, women entrepreneurs often face a myriad of challenges that hinder their ability to succeed. This literature review explores the existing body of research on women entrepreneurship in India, with a particular focus on the issues and opportunities present in Kalaburagi City. Recent statistics indicate a growing number of women entrepreneurs in India, with initiatives aimed at promoting women's participation in various sectors. Government schemes, such as the Stand-Up India and Mudra Yojana, have been instrumental in providing financial support and resources to women entrepreneurs. Despite these initiatives, challenges persist, particularly in rural and semi-urban areas like Kalaburagi.

Research Methodology

Exploration of problems which women entrepreneurs face during their entrepreneurial journey requires collecting in-depth information to generate credible and reliable data (Patton, 2002). Qualitative research has been adopted by conducting personal interviews of entrepreneurs. Researchers have spent time with subjects to understand research problem. The researchers used both Primary & secondary data for the analysis of the research paper. For primary data questionnaire has been made & collected the responses

from around 40 Women entrepreneurs of Kalaburagi city for this snow ball sampling method has been adopted to select the respondents that is women entrepreneurs from Kalaburagi city. The researchers reviewed journal papers, books, book chapters, government websites, reports, Indian Shodhganga Databases, internet, and government official records for identification of issues and challenges in the Tourism industry.

Results & Discussion

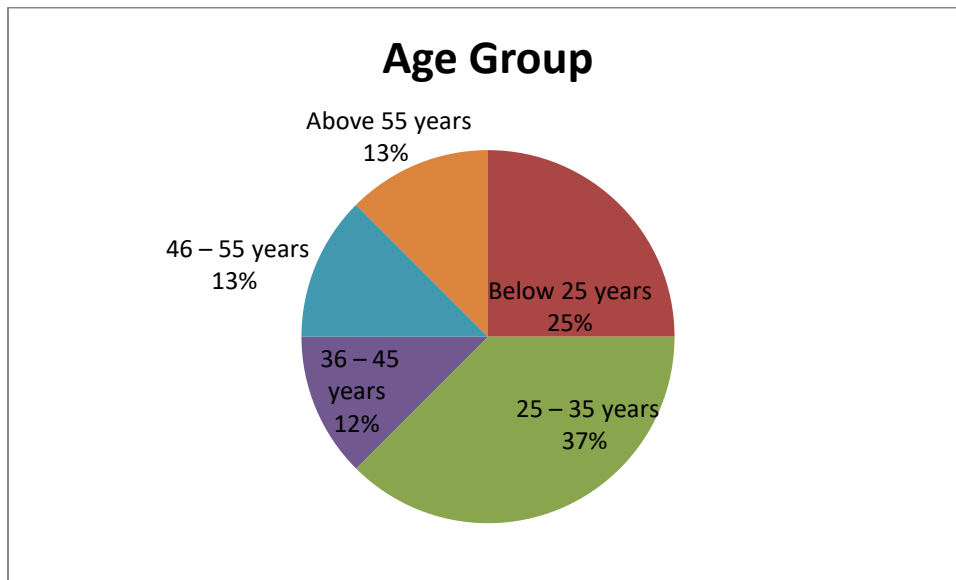


Chart no: 1 Age group of women entrepreneurship

Above pie chart explains that more numbers of women entrepreneurs are between 25-35 years in Kalaburagi region.

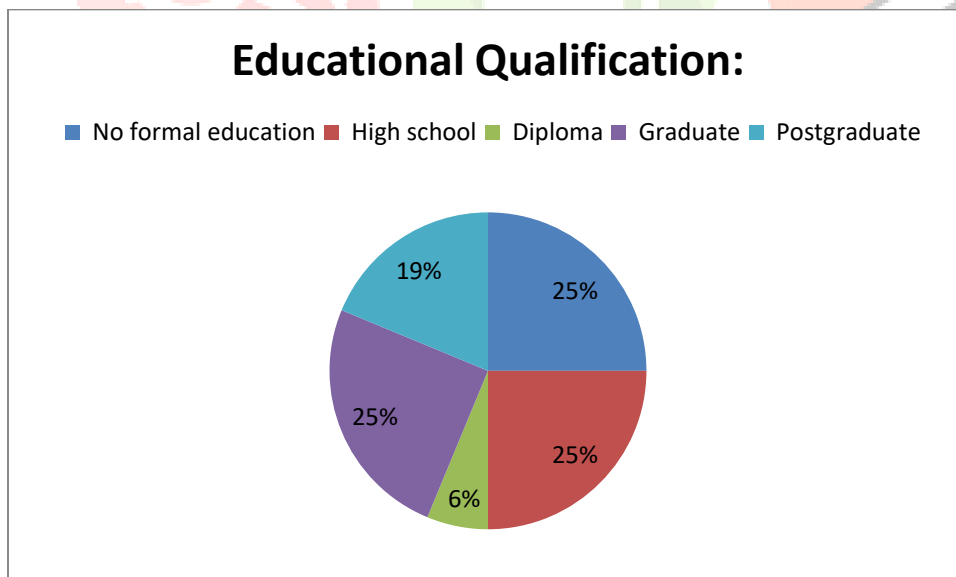


Chart no: 2 Educational Qualifications

Above pie chart explains that Majority of women entrepreneurs are High school & Graduates followed by post graduates.

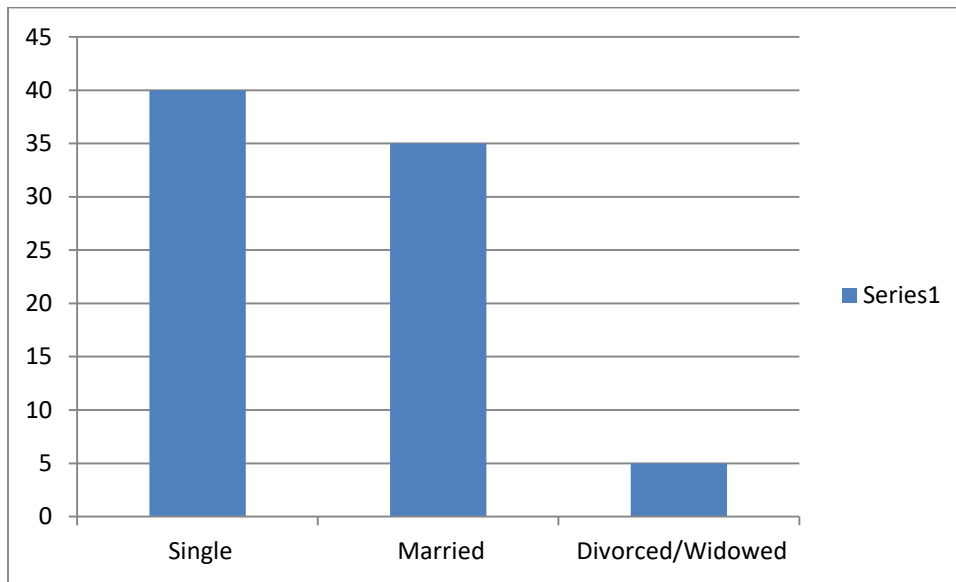


Chart: 3 marital status

Above column chart explains that most number of women entrepreneurs are Single from Kalaburagi city followed by married.

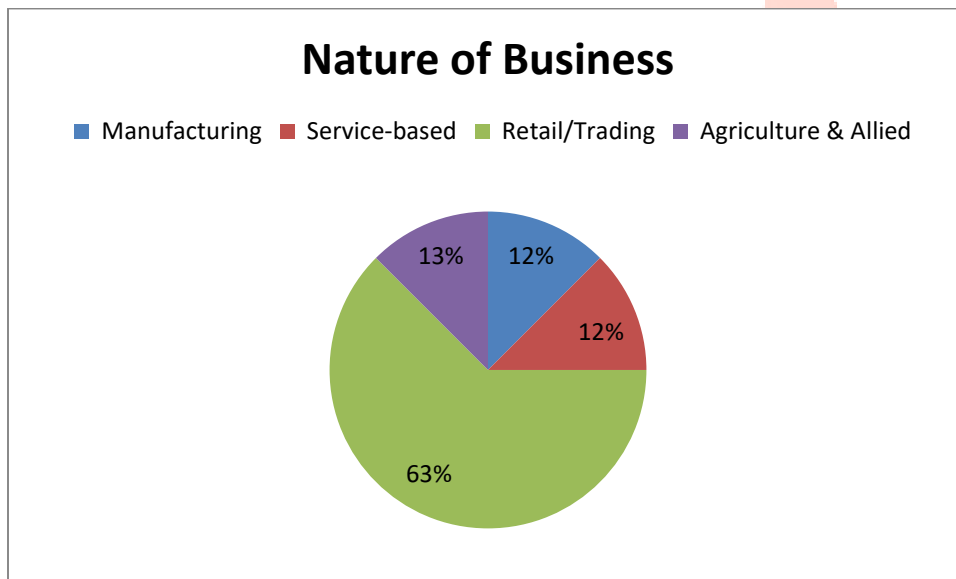


Chart: 4 Nature of Business

Above pie chart explains that most of the women entrepreneurs are in Retail or trading in Kalaburagi followed by Agriculture and allied services.

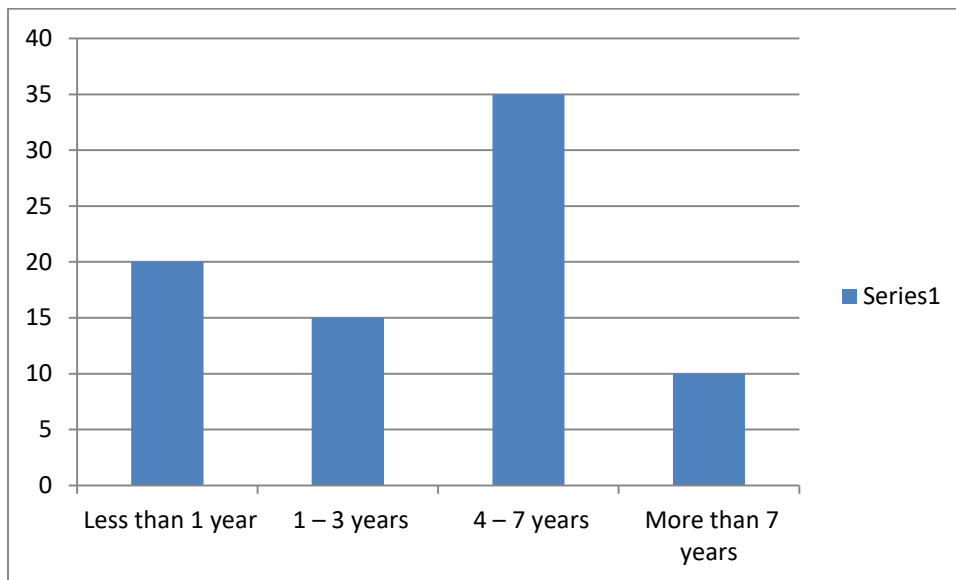


Chart: 05 Year of Business experience

Above column chart explains that most of the entrepreneurs are having 4-7 years of experience followed by less than 1 year.

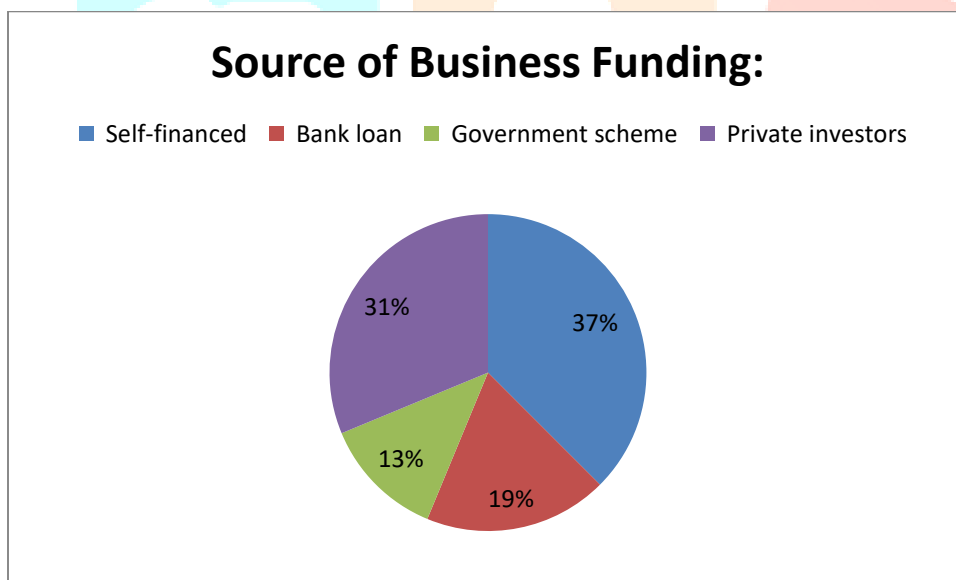


Chart: 06 Source of business funding

Above pie chart explains that most of the women entrepreneurs' dependent on the Self finance for their entrepreneurial journey followed by Private Investors.

What motivated you to start your own business?

- Financial independence
- Passion for entrepreneurship
- Lack of employment opportunities
- Family encouragement

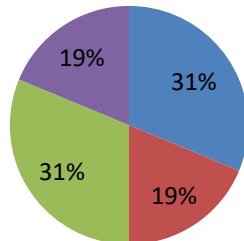


Chart no: 7 Motivation to start business

Above pie chart explains that most of the Kalaburagi city women entrepreneurs are motivated by financial independence to start their venture followed by un employment.

Conclusion

Despite few limitations, this study has been able to convey to women of different sections of society how they should change their mindset from being confined to walls to take up entrepreneurship. These methods have motivated existing entrepreneurs to take their entrepreneurship skills to greater heights which they are capable of. Discussions will surely increase the women workforce as they will be good enough to take up responsibilities as good as men. Personal opinions would help women get an inspiration to take up entrepreneurship for living. Case studies will stir their minds and lead them to greatest unimaginable heights. The whole motive behind was to highlight that women can contribute to the economy. It is these innovative minds which can cause growth of the economy to a level which even men can't imagine. India needs women to stand up and contribute towards the economy. We would like to conclude with a famous saying by Dr. A.P.J Abdul Kalam: "Empowering Women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation".

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