

# **Institutional Support for Women Entrepreneurs in Kalyan Karnataka Region: A Study with Reference to Select Financial Institutions**

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## **Abstract**

Many studies indicate that women start businesses for fundamentally different reasons than their male counterparts. While men start businesses primarily for growth opportunities and profit potential, women most often found businesses to meet personal goals, such as gaining feelings of achievement and accomplishment. In many instances, women consider financial success as an external confirmation of their ability rather than as a primary goal or motivation to start a business, although millions of women entrepreneurs will grant that financial profitability is important in its own right. The present paper entitled “Institutional Support for Women Entrepreneurs in Kalyan Karnataka Region: A Study with Reference to Select Financial Institutions” had majorly focused on the problems being faced by women entrepreneurs while running their entrepreneurs in Kalyan Karnataka Region, the financial and non-financial assistance provided by the select institutions and To identify problems of women entrepreneurs while seeking assistance from financial institutions. The study collected samples from the sample respondents and analyzed them with help of statistical tools like correlation and Chi-Square. The hypothesis was set for the study and interpreted the result is scientifically proven result was given. Further, the study had given the findings and suggestions which may be helpful for the concerned customers as well as to the organization.

**Keywords:** Women Entrepreneurs, Kalyan, Karnataka, Financial Institutions

## **1. Introduction**

Women empowerment refers to increasing the spiritual, political, social, educational, gender, or economic strength of individuals and communities of women. Women’s empowerment in India is heavily dependent on many different variables that include geographical location (urban/rural) educational status social status (caste and class) and age. Policies on Women’s empowerment exist at the national, state, and local (Panchayat) levels in many sectors, including health, education, economic opportunities, and gender-based violence and political participation. However, there is a significant gap

between policy advancements and actual practice at the community level. Empowerment of women is essentially the process of upliftment of the economic, social, and political status of women, the traditionally underprivileged ones, in society.

It is the process of guarding them against all forms of violence. Women's empowerment involves the building up of a society, a political environment, wherein women can breathe without the fear of oppression, exploitation, apprehension, discrimination, and the general feeling of persecution that goes with being a woman in a traditionally male-dominated structure. Women constitute almost 50% of the world's population but India has shown a disproportionate sex ratio whereby the female population has been comparatively lower than males. As far as their social status is concerned, they are not treated as equal to men in all places.

In Western societies, women have got equal rights and status with men from all walks of life. But gender disabilities and discrimination are found in India even today. The paradoxical situation has such that she was sometimes concerned a Goddess and at other times merely a slave.

## 2. Review of literature

**P. Babu (1978)<sup>1</sup>** The study was an attempt to find out the sociological factors that contribute to the development of small entrepreneurs. The study showed that community and family background contributed to the success of prospective entrepreneurs, formal education has not been a positive factor in entrepreneurship development, providing infrastructure facilities alone will not promote entrepreneurship development and the association of Small Scale Industries has played an important role in identification and development of entrepreneurs, a strong policy to support the entrepreneurs is called upon, as the economy demands the growth of women entrepreneurs., the education and other factors like the background for entrepreneurship are not criteria for entrepreneurial growth, risking bearing attitude and innovation prove to be more encouraging towards growth.

**Margaret Meaning and Anne Jardim (1979)<sup>2</sup>** conducted a study of women in managerial positions by analyzing the life and career history of twenty-five women in top management positions in business and industry. The study reveals that women can build extremely successful management careers even without legal pressures to aid them. The study further reveals the price they paid their personal lives were mortgaged to pay for their careers. Maintaining work-life balance is one of the most important traits for women Entrepreneurs as they also have a family to run, and kids to be looked after. The concept of Entrepreneurs is a part of entrepreneurship as they go hand in hand. Entrepreneurs are the people who do not own the business but run the business for someone with the same zest and sincerity.

**Aruna Shree P Rao (1981)<sup>3</sup>** made a study on the level of organizational involvement of women in development projects. The study recommends that project personnel should train participants in the skills necessary for planning and implementing project activities and the Project should concentrate on activities designed to raise the

income of the participants. The need for competencies for project development to be honed and the policies of the government help to do the same through various agencies like Mitcon for the development of entrepreneurial project ventures.

**Mayers (1981)<sup>4</sup>** conducted a research study to analyze the effect of economic pressure on the employment of married women. The study reveals those married women with a comparatively low economic background and having more financial burdens are coming from wage employment and undertaking other economic activities. Women who cannot be employed due to other responsibilities can be encouraged to use their skills by availing the policies of the government. The policies are run through a network of schemes that help them to financially support themselves as well as add up to the economy.

### **3. Research Gap**

The review of literature will be done to understand how statutory policies can contribute towards achieving development for women entrepreneurs, it is essential to understand how other researchers have attributed and measured the importance of statutory policies for the development of women entrepreneurship from various perspectives, The summary of literature published in the field of women entrepreneurship, specifically to understand the statutory policies that help their growth. From the review of the literature, it was found that many research works had been done on women's entrepreneurship but there is no specific study on women empowerment schemes with different financial institutions in the Kalyan Karnataka region. Hence to fill this research gap the present study entitled “Institutional Support for Women Entrepreneurship in Kalyan Karnataka Region: A Study Concerning Select Financial Institutions” has been chosen

### **4. Objectives of the Study**

- a) To identify the problems being faced by women entrepreneurs while running their entrepreneurs in Kalyan Karnataka Region.
- b) To study the financial and non-financial assistance provided by the select institutions in Kalyan Karnataka Region.
- c) To identify problems of women entrepreneurs while seeking assistance from financial institutions in the Kalyan Karnataka region.
- d) To offer useful Suggestions in light of Findings.

### **5. Scope of the Study**

The study will be focused on the problems faced by women entrepreneurs in the Kalyan Karnataka region. The study will be mainly based on the socio-economic, cultural, and other problems being faced by women entrepreneurs while running their businesses. The study will be attempting to know the various schemes provided by the state and central government for the development of women entrepreneurs in this region.

The result of the present study may help the institutions to understand the present conditions of women entrepreneurs in the Kalyan Karnataka region.

### **6. Research Design**

The following methodology will be adopted to carry out the research study

**6.1: Period of the Study**

The study will be conducted for a period of Five Years i.e.2014-15 to 2019-20.

**6.2: Source of Information**

The present study will include both primary and secondary sources of information.

**a. Primary data:** The primary information will be collected from the sample respondents who obtained assistance from select financial institutions through a well-structured questionnaire.

**b.Secondary data:** The secondary data will be collected from official websites of select financial institutions of the Kalyan Karnataka Region, a database published by the government, websites of financial institutions books, journals, thesis, articles, brochures, and Annual reports, papers published by Research agencies, etc.

**7. Sample size, sample period, and sampling method:**

The present study will have 200 select sample respondents who have availed financial assistance from different financial institutions in Kalyan Karnataka Region, the region includes Six districts they are Kalaburagi (Gulbarga), Bidar, Raichur, Bellary, Koppal, Yadgir the sample selected from each region is stated in table 1.1:

**Table 1: Select Sample Respondents from each district**

Sl. No	Name of District	Total Number of Respondents
01	Kalaburagi (Gulbarga)	50
02	Bidar	25
03	Bellary	40
04	Raichur	40
05	Koppal	25
06	Yadgir	20
<b>Total Sample Respondents</b>		<b>200</b>

The study will be conducted in Six districts of the Kalyan Karnataka Region. The respondents will be selected through the Random Sampling Method and the data/information included in the study will be for five years during the research period.

**8. Statistical tools and techniques**

The Statistical tools and techniques like Average, Percentage, and other statistical tools will be applied according to the need of the study.

**9: Hypotheses of the study**

**a) H<sub>0</sub>:** There is no significant relationship between Total Capital Involved with Total Working Capital involved.

**H<sub>1</sub>:** There is a significant relationship between Total Capital Involved with Total Working Capital Involved

- b) **H<sub>0</sub>**: There is no significant relationship between the Type of Support you Expect from the Family and with Reasons for Family Support.  
**H<sub>1</sub>**: There is a significant relationship between the Type of Support you Expect from the Family and Reasons for Family Support
- c) **H<sub>0</sub>**: There is no significant relationship between Problems Faced in Marketing the Products and with Supply Chain for Marketing the End Products  
**H<sub>1</sub>**: There is a significant relationship between Problems Faced in Marketing the Products and with Supply Chain for Marketing the End Products
- d) **H<sub>0</sub>**: There is no significant relationship between Total Capital Involved with At what Scale the Financial Support help.  
**H<sub>1</sub>**: There is a significant relationship between the Total Capital Involved with At what Scale the Financial Support helped
- e) **H<sub>0</sub>**: There is no significant relationship between Overall Experience with the Financial Institutions with Firm had a Bright Future  
**H<sub>1</sub>**: There is a significant relationship between Overall Experience with the Financial Institutions with Firm had a Bright Future

#### 10. Testing of Hypothesis and its Results

- a) **H<sub>0</sub>**: There is no significant relationship between Total Capital Involved with Total Working Capital involved.  
**H<sub>1</sub>**: There is a significant relationship between Total Capital Involved with Total Working Capital Involved

**Table 2: Correlation Test between Total Capital Involved with Total Working Capital involved (Cross Tabulation)**

Particulars		Total Capital Involved	Total Working Capital Involved
Total Capital Involved	Pearson Correlation	1	.972**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	421.500	442.600
	Covariance	2.118	2.224
	<b>N</b>	<b>200</b>	<b>200</b>
Total Working Capital Involved	Pearson Correlation	.972**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	442.600	491.680
	Covariance	2.224	2.471
	<b>N</b>	<b>200</b>	<b>200</b>
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: IBM SPSS

The Pearson correlation between Total Capital Involved with Total Working Capital involved is about  $r=0.972$ ,  $n=200$ ,  $p<0.01$  (2-Tailed) at significance level  $\alpha=0.01$  which indicates that there is a moderate positive correlation between the variables, which indicates that Total Capital Involved with Total Working Capital involved are positively related at the significance level of 0.01 ( $r=0.972$ ,  $n=200$ ,  $p<0.01$ ).

Hence, the null hypothesis ' $H_0$ : There is no significant relationship between Total Capital Involved with Total Working Capital involved' is rejected and the alternate hypothesis is accepted at a significance level of 0.01 ( $p=0.000$ ).

b)  $H_0$ : There is no significant relationship between the Type of Support you Expect from the Family and with Reasons for Family Support.

$H_1$ : There is a significant relationship between the Type of Support you Expect from the Family and Reasons for Family Support

**Table 3: Chi-Square Tests between Type of Support you Expect from the Family with Reasons for family Support Cross tabulation**

Particulars		Reasons for Family Support			Total
		To meet the family's basic needs	For better quality of life	Empowerment	
Type of Support you Expect from the Family	Psychological	32	8	0	40
	Moral	0	26	0	26
	Financial	0	41	2	43
	Assisting in business	0	0	32	32
	Giving enough space	0	0	40	40
<b>Total</b>		<b>32</b>	<b>75</b>	<b>74</b>	<b>181</b>

**Table 4: Result of Chi-Square**

Particulars	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	301.088 <sup>a</sup>	8	.000
Likelihood Ratio	319.214	8	.000
Linear-by-Linear Association	150.910	1	.000
N of Valid Cases	181		

*Source: IBM SPSS*

The above table reveals the relationship between the Type of Support you Expect from the Family and the Reasons for Family Support. The obtained Chi-square ( $\chi^2$ ) is equal to 301.088 at 8 degrees of freedom. It reveals a statistically very high significant association between these two factors ( $p>0.000$  at 0.01 significance level).

Hence null hypothesis ' $H_0$ : the relationship between the Type of Support you Expect from the Family with Reasons for Family Support. is rejected and the alternate hypothesis is accepted.

- c)  $H_0$ : There is no significant relationship between Problems Faced in Marketing the Products and with Supply Chain for Marketing the End Products  
 $H_1$ : There is a significant relationship between Problems Faced in Marketing the Products and with Supply Chain for Marketing the End Products

**Table 5: Chi-Square Tests between Problems Faced in Marketing the Products With Supply Chain for Marketing the End Products Cross tabulation**

Particulars		Supply Chain for Marketing the End Products				Total
		Through Dealers	Retailers	From the above two	Directly	
Problems Faced in Marketing the Products	Severe competition	22	0	0	0	22
	Pricing Issue	30	0	0	0	30
	Distribution	1	25	0	0	26
	Market Research	0	10	17	0	27
	Logistics	0	0	20	2	22
	Promotional	0	0	0	47	47
	Awareness	0	0	0	26	26
<b>Total</b>		<b>53</b>	<b>35</b>	<b>37</b>	<b>75</b>	<b>200</b>

**Table 6: Result of Chi-Square Tests**

Particulars	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	506.188 <sup>a</sup>	18	.000
Likelihood Ratio	477.295	18	.000
Linear-by-Linear Association	185.417	1	.000
N of Valid Cases	200		
10 cells (35.7%) have an expected count of less than 5. The minimum expected count is 3.85.			

**Source:** IBM SPSS

The above table reveals the relationship between Problems Faced in Marketing the Products and with Supply Chain for Marketing the end Products. The obtained Chi-square



( $\chi^2$ ) is equal to 506.188a at 18 degrees of freedom. It reveals a statistically very high significant association between these two factors ( $p > 0.000$  at 0.01 significance level).

Hence null hypothesis ' $H_0$ : the relationship between Problems Faced in Marketing the Products with Supply Chain for Marketing the End Products. is rejected and the alternate hypothesis is accepted.

d) **H<sub>0</sub>**: There is no significant relationship between Total Capital Involved with At what Scale the Financial Support help.

**H<sub>1</sub>**: There is a significant relationship between the Total Capital Involved with At what Scale the Financial Support helped

**Table 7: Correlation Test between Total Capital Involved with At what Scale does the Financial Support helped (Cross Tabulation)**

Particulars		Total Capital Involved	At what Scale does the Financial Support help
Total Capital Involved	Pearson Correlation	1	.941**
	Sig. (2-tailed)		.000
	N	200	200
At what Scale does the Financial Support help	Pearson Correlation	.941**	1
	Sig. (2-tailed)	.000	
	N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: IBM SPSS

The Pearson correlation between Total Capital Involved with At what Scale does the Financial Support Help. is about  $r=0.941$ ,  $n=200$ ,  $p < 0.01$  (2-Tailed) at significance level  $\alpha=0.01$  which indicates that there is a moderate positive correlation between the variables, which indicates that Total Capital Involved with At what Scale does the Financial Support helped positively related at the significance level of 0.01 ( $r=0.941$ ,  $n=200$ ,  $p < 0.01$ ).

Hence, the null hypothesis ' $H_0$ : There is no significant relationship between Total Capital Involved with at what Scale does the Financial Support helped' is rejected and the alternate hypothesis is accepted at a significance level of 0.01 ( $p=0.000$ ).

e) **H<sub>0</sub>**: There is no significant relationship between Overall Experience with the Financial Institutions with Firm had a Bright Future

**H<sub>1</sub>**: There is a significant relationship between Overall Experience with the Financial Institutions with Firm had a Bright Future



**Table 8: Correlation Test between Overall Experience with the Financial Institutions with Firm had a Bright Future (Cross Tabulation)**

Particulars		Overall Experience with the Financial Institutions	The firm had a Bright Future
Overall Experience with the Financial Institutions	Pearson Correlation	1	.545**
	Sig. (2-tailed)		.000
	N	200	200
The firm had a Bright Future	Pearson Correlation	.545**	1
	Sig. (2-tailed)	.000	
	N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).			

*Source: IBM SPSS*

The Pearson correlation between Overall Experience with the Financial Institutions with Firm had a Bright Future. is about  $r=0.545$ ,  $n=200$ ,  $p<0.01$  (2-Tailed) at significance level  $\alpha=0.01$  which indicates that there is a moderate positive correlation between the variables, which indicates that Overall Experience with the Financial Institutions with Firm had a Bright Future are positively related at the significance level of 0.01 ( $r=0.545$ ,  $n=200$ ,  $p<0.01$ ).

Hence, the null hypothesis ' $H_0$ : There is no significant relationship between Overall Experience with the Financial Institutions with Firm had a Bright Future' is rejected and the alternate hypothesis is accepted at a significance level of 0.01 ( $p=0.000$ ).

## 11. Findings

- 50 percent of the total respondents were aged between 30 to 40 years followed by 38 percent of the respondents whose ages fall between 40 to 50 years. That means to say that Young and middle-aged women were more active in their chosen fields.
- A maximum number of the respondents under the study i.e.86.5 percent of them were married and staying with their husbands, 7 percent of the respondents were Divorced and 6.4 percent of the respondents were Widowed.
- In the Kalyan Karnataka region, there was a total of 06 districts and many religious people do carry out entrepreneurial ventures, but the Hindu population dominates the reason. Hence it was observed from the study that a maximum i.e.47 percent of the respondents belonged to the Hindu religion, 15.5 percent of the respondents belongs to Muslim, 5.5 percent of the respondents belongs to Christians, 7.5 percent of the respondents belonged to Sikhs and 24.5 percent of the respondents were other religions.
- Out of the total respondents, 16 percent of the respondents belonged to the scheduled cast, 10 percent of the respondents belongs to the scheduled tribe, more than half of the

respondents belonged to the OBC and 18 percent of the respondents belonged to the general category. It was a great difficulty that the data have been gathered on the community orientation, many of the respondents were reluctant to indicate their respective caste for the reasons known to them only.

- e) The type and nature of entrepreneurship vary from individual to individual based on the education qualified. In the present study, out of the total respondents, 09 percent of the respondents were below SSLC, 14 percent of the respondents passed SSLC, 29, 33.5, and 14.5 percent of the respondents were qualified for their PUC, Bachelor's degree, and Post Graduation degree respectively. The educated Bachelor and Post Graduation women entrepreneurs were in the business of IT, Export oriented units, ancillary units, components, and equipment, and below-degree educated women, entrepreneurs were in the business of Pickles, candle making, tailoring, sambar powder, etc.
- f) It can be considered from the study that a maximum i.e. more than a half percent of the respondents belongs to a joint family and there was 42.5 percent of the respondents belong to a nuclear family. It can be concluded that women in the nuclear family were more professional and seasoned, whereas women in the joint family have some obligations because of their different roles and responsibilities. They have to balance all the roles as a housewife, mother, sister, daughter-in-law, and careerwomen.
- g) More than a half percent of the women entrepreneurs were having sole proprietorship businesses and 23, 12 and 04 percent of the respondents were running their business in Partnership, Joint-stock Company, and cooperative/ trust respectively. It may be interpreted that the proprietary form of organization is still the most preferred form of organization by women entrepreneurs also.
- h) The study also found that there was more than half percent of the respondents whose capital investment is less than 02 to 04 lakhs and also there working capital requirement of less than 0.5 to 01 lakhs, and the studies found and conclude that the capital investment increase means while the capital requirements of the business were also increased.
- i) More than a half percent of the respondents were getting a profit of 10 to 20 percent of the profit on their investment. The study also analyzed that pre the profitability of the business the workforce of the business was also increasing including both male and female employees in the select organizations.
- j) There were many factors like Availability of resources, Demand, Interest, Profitability, etc. that are being considered before starting the business enterprise, the present study grouped these factors and the opinions of the respondents were collected. The result shows that each one of the respondents had specified the factor behind the start of their business and a maximum number of the respondents said all the factors had been considered while starting their business as described in the table.
- k) The study state that more than half of the respondents were buying their material from the open market which is of utmost importance for their business and also the

entrepreneurs faced the problems like Scarce city of Raw Material, High Price, Import Restriction, etc. the study find from the analysis that many of the respondents buying their materials from the open market where this type of problems was being faced by the select respondents.

- l)** Support from the family end is very important for women entrepreneurs out of the total respondents more than 1/3 of the respondents were getting support from their family and also more than 1/3 of the respondents were also getting other support like Psychological, Moral and Financial support from their family. The reason for the support was to meet the family's basic needs, a better quality of life and Empowerment, Family debts, Self-support, Support for family, etc.
- m)** The study analyzed that more than 1/3 of the women entrepreneurs opined that women were not underestimated and they were also better business people the reason maybe they were able to judge, Hard work, determination, High aptitude, Self-Motivation, etc. which makes women more efficient in their business. The select respondents were also having other sources of income other than their business earnings. For the analysis of the study, it found that women know their family commitment more than a man.
- n)** More than half of the respondents had a membership in a professional organization and also these respondents were also getting non-financial support like training programs, MDPs, Guidingfor employment, and also attending many social awareness programs.
- o)** The entrepreneurs will face many problems while marketing their products might be as price issues, logistics, Distribution, high competition, etc. even the present respondents were facing these types of problems and it was also found that the maximum that is more than a half percent of the select respondents were selling their products through dealers/retailers. So the study found that the problems of entrepreneurs get complete practical knowledge of the market so that they can overcome these types of problems, as the entrepreneurs were getting the information from different media like various institutions, sponsored fairs, etc.
- p)** Advertisement is very important media in the present world to know about the features of product/service of any business. The study found that more than half percent of the respondents were advertising their products/services by choosing different media like Newspapers, Television, etc.
- q)** The study found that a Maximum number of the select respondents had gotten financial assistance from government agencies i.e.1/2 a percent of the women respondents. The fund was maximally utilized by the women entrepreneurs for the purchase of land, machinery, construction of buildings, etc. the respondents also got assistance in the form of working capital to meet the day-to-day requirement of the business operations.
- r)** The study found that a maximum number of the respondents had got assistance under different schemes and also more than half percent of the respondents opined that the assistance helped respondents was Substantial and Meager.

- s) The study found that a maximum i.e. more than a half percent of the respondents opined that they were satisfied with the select financial institutions and they were meeting all their business needs accordingly also they got the assistance availed for the institutions that were sufficient to run their business/ business operations.
- t) The study found that a maximum number of the respondents had got much non-financial assistance like technical training, MDPs, etc, by which the select respondents had also improved their knowledge as well they had improved their business technically.
- u) The study analyzed that more than 75 percent of the respondents opined that their business had a better future in the coming days, and it was also found that the entrepreneurs may increase their profitability in mar future.

### **11.1. General Findings**

During the survey, it was found that the women sought personal growth, development, and challenges simultaneously they want to support their families in today's costly living, which they expect to fulfill through their work. But for women, both careers, as well as family, are very important. Some leading women entrepreneurs in this region opined that no women should stay at the office/work beyond 06.00 PM and should completely spare weekends for their families. This is very important for a better work-life balance for any woman. One of the respondents opined that the divorce rate had increased due to a lack of work-life balance and they were not meeting their family responsibility. Her concern for the family was significant and positively related to her balancing her work, family as well as the family socio concerns.

Some of the women entrepreneurs were informed that they were decimated by the officials as they were not educated as well as they were not technically sound. Accordingly, some of the respondents opined that they could not understand the technical/theoretical aspects during their training as they were not educated.

### **12. Suggestions:**

- a) Education for women can be a powerful tool domestically, reinforcing their role as mothers, wives, and caretakers. At the same time, education can develop the ability to think more and take proper decisions more confidently. Specifically the self-confidence and self-esteem, assertiveness, and egalitarian beliefs that women may develop through education.
- b) Women with the education level of SSLC and PUC were generally engaged in the traditional manufacturing business like pappeds, pickles, readymade foods, and others. They find it difficult to interact with the outside environment because of a lack of courage and fear of failure. As technology is fast advancing, women should be trained in modern trading activities. Where growth potential is very huge so that productive utilization of their time and capacities can take place.
- c) Women from joint family were having several obligations because of different roles and responsibilities. It has resulted in a lack of moral support from the family members.

However, awareness programmers and counseling should be conducted for family members of women entrepreneurs, since they were facing many problems in balancing their work life.

- d) Many respondents are accountable for family responsibility. They make them not take a free and independent decisions. Therefore it is suggested to the family members of the women entrepreneur respondents to create a suitable environment for women members, who were pursuing entrepreneurship and enable them to act independently.
- e) Many of the respondents are reluctant to indicate their respective caste for the best reason known to them only as stated in the table. Even though there are various government schemes and subsidies according to their caste. So it is suggested to women entrepreneurs take such benefits offered by the government.
- f) Many of the women entrepreneurs were getting the raw materials at a higher cost. So government should take a step to frame policy to get the raw materials at a lesser cost to the women entrepreneurs by fixing the prices of certain materials.
- g) All the financial institutions are suggested to make the women entrepreneurship development programmers in various colleges and universities to provide the knowledge and motivate the young generation to start up their enterprise and also explain the types of benefits provided by them under different government schemes.
- h) Much non-financial assistance like MDPs, training programmers, technical skills programs, etc. was being provided by the financial institutions, many women entrepreneurs had taken the part in these programs and also benefited by improving their skills/ knowledge. many of the women entrepreneurs had become a member of some professional organizations also. So it is suggested that all women entrepreneurs should get these types of benefits so the institutions should provide the knowledge to all women entrepreneurs.
- i) The institutions should support the women entrepreneurs by training them in different aspects where they are getting the problems like eco-friendly products, fixing the prices of their products, etc.
- j) All the women entrepreneurs were suggested to take part in the training programs, exhibitions, and trade fairs. This will improve their knowledge, skills, new market trends, etc.
- k) Government should also take part by purchasing the products produced by women entrepreneurs. Some percent of products/stationary are required by the government agency, which will help women entrepreneurs.
- l) The institutions should also train the women entrepreneurs, on how and when which media should to chosen for the advertisement of their products/services, meanwhile the packaging of their products, and knowledge about the international market, export, import, etc. They were also trained in managing stress, gender issue, gender equality, empowerment, etc.

- m) The government should also take a step to provide 100 percent loans to women entrepreneurs as some of the issues like security against the loan were not being provided by them because many immovable properties were not in the name of the women as it is suggested to the institutions to take the security to their belongings and provide the required amount to them so that it may help to the women.
- n) The rate of interest charged by many financial institutions was as equal as others the step has to be taken to improve and some concessions should be given. The working capital requirements were not provided according to the need for the time and it should also be improved. Many of the entrepreneurs were getting working capital requirements to form money lenders as it may cost more and hit their profitability, proper policy should be taken by the institutions with the above-concerned problems of women entrepreneurs.
- o) Women entrepreneurs were facing many problems before availing of assistance from financial institutions. The formalities and procedures of the instructions should be reduced for women entrepreneurs, and from time to time problems should be cleared by providing financial and non-financial support to them.
- p) It is suggested to NGOs take part in the development of women entrepreneurs where ever they find problems by conducting the programs like MDPs, training, marketing, etc.

### **13. Conclusion:**

The research study conducted throws light on various aspects of woman entrepreneurs in the Kalyan-Karnataka region of Karnataka state. The study objectives were reached by studying women entrepreneurs' opinions through interviews and a questionnaire survey.

The findings of the study reveal that a large portion of women entrepreneurs are not well educated and their organization management skills are quite low and are learned based on traditional ways and not through proper training. Women entrepreneurs need working capital to operate their enterprises smoothly, the working capital was normally obtained through government schemes which were found to be tedious and time-consuming for women entrepreneurs.

Help and support to women entrepreneurs start from the family it was observed from the study that family support for women entrepreneurs is quite less and the support from the government and society/ community was also similar. There is a need to support women entrepreneurs not only from a financial perspective it was also of prime importance to support these women on a moral front as well as a psychological perspective to increase women's taking entrepreneurship as a career opportunity.

Besides, support for women entrepreneurs, the socio-economic conditions of the entrepreneur also plays a major role in developing sustainable business enterprise. Apart from socio-economic conditions, there were many factors like availability of resources, demand; Interest, profitability, etc. affect women entrepreneurs and their business ventures. These factors were found to be the major hurdles to women entrepreneurs in the study region.

The government's support in uplifting women entrepreneurs in the region as well as in the country was commendable. There are various schemes and policies framed especially to

promote women entrepreneurs in the country. The government provides special support to women entrepreneurs with financial and non-financial assistance in their development of women entrepreneurs.

Even though, many supports and schemes were offered by the government it was found that these facilities and schemes were not effective in reaching rural woman entrepreneurs in the region. Hence. It was concluded that there is an urgent need to improvise many government policies and procedures to develop women entrepreneurs in the region as well as in the country so that more women can take entrepreneurship as a carrier development and increase woman's participation in business activities.

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