

## WOMEN EMPOWERMENT THROUGH RURAL ENTREPRENEURSHIP – A CASE STUDY OF MYSORE DISTRICT

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**Abstract:** Entrepreneurship is crucial for economic development and especially entrepreneurship among women folk in India is gaining considerable attention in recent years. Women empowerment is a multi-dimensional task and empowering women is very much needed to realize sustainable development. It is believed that entertaining entrepreneurship among women surely enhances their capabilities and assures financial independence. As we know entrepreneurship has been a male-dominated phenomenon for centuries, but changing conditions and educational system in India have made most of women as successful and inspirational entrepreneurs.

The main aim of this study is to focus on the issues relating to women entrepreneurs in rural area. This paper is based on both primary and secondary data and observations and schedule methods have been adopted to collect information from the respondents. For the secondary data purpose different research articles and reports have been reviewed. A sincere attempt has been made to understand the reasons for increasing numbers of women entrepreneurs and problems of rural entrepreneurship in the study area. The findings of the study show that 65 percent of respondents are of the opinion that their business activities have given satisfaction to them and 33.3 percent of respondents are facing financial related problems.

60 Women from Mysore district of Karnataka have been selected as samples. Mysore district consists of seven Taluks. Out of them the study has taken four taluks viz, K.R.Nagar ,Hunsur, Mysore and H.D.Kote on random sampling technique. Simple percentage method, frequency method and bar diagram are adopted to analyse the data.

**Keywords:** Women Entrepreneurship, Rural Area, Future Prospects, Self-Confidence, Self-Reliance.

**Introduction:** Nowadays women are becoming more competent in looking after their business and struggling to come out of social, cultural and economic impediments. Women entrepreneurship is playing a major role. They are happily coming out of four walls to make use of their potentials and talent. Since centuries, women have been deprived of many opportunities, freedom, information and education and good status. Still, there are so many social and cultural restrictions on them in rural parts of our country. Lack of self-confidence, lack of professional education, lack of support from their family members and negligence by financial institutions are the major problems in rural area.

Entrepreneurship is crucial for economic development and especially entrepreneurship among women folk in India is gaining a considerable attention in recent years. Women empowerment is a multi-dimensional task and empowering women is very much needed to realize sustainable development. It is believed that entertaining entrepreneurship among women surely enhances their capabilities and assures financial independence.

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made most of women as successful and inspirational entrepreneurs.

We all know that Women too have equal share in the fruits of progress because they constitute nearly half of the total population. Hence, women should be given equal opportunity in all fields, especially in entrepreneurial activities. This trend makes them to utilize resources efficiently to see the healthy pulse rate of economic growth and development. Therefore, women's participation in entrepreneurial activities is considered to be a golden key for bringing both gender empowerment and rapid growth in the country.

**Objectives:**

- The present study aims at fulfilling the following objectives.
- To find out the reasons for women entrepreneurship in the study area
- To understand the perceptions of women entrepreneurs.
- To analyse problems of women entrepreneurs in their business life

**Methodology:**

This paper is based on both primary and secondary data and observations and schedule methods have been adopted to collect information from the respondents.

**Area and respondents selected for the study**

<b>Name of Gramapanchayathi( selected area )</b>	<b>No. Of respondents</b>
K.R.Nagar	15
Hunsur	15
Mysore	15
H.D.Kote	15
Total = 4	60

**(Source-primary data)**

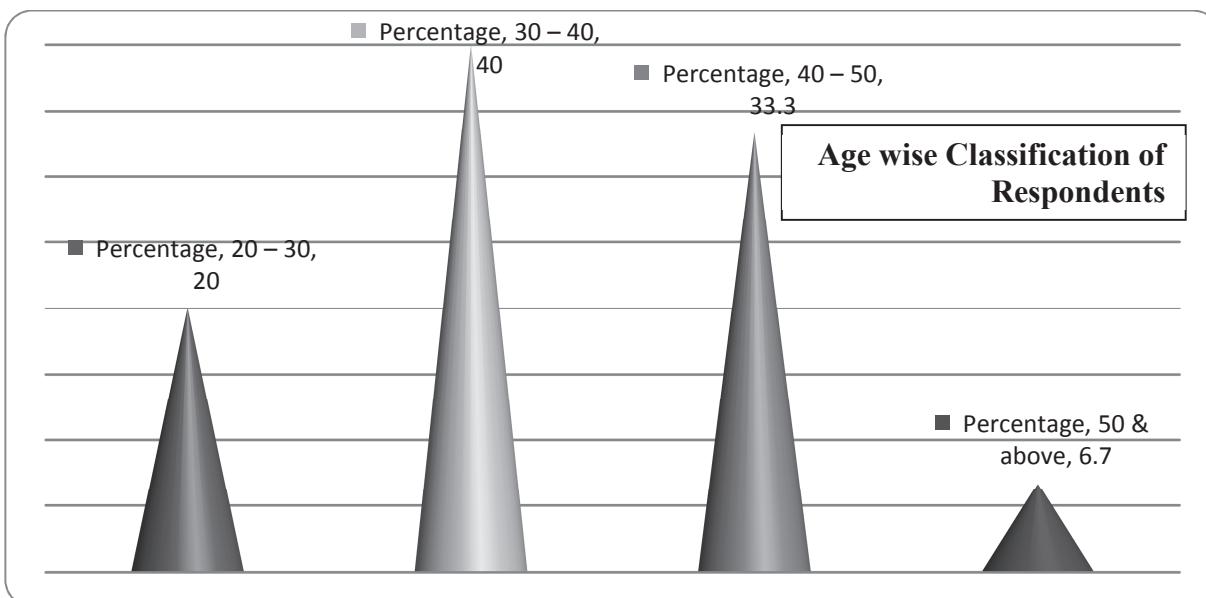
For the secondary data purpose different research articles and reports have been reviewed. 60 Women from Mysore district of Karnataka have been selected as samples. These respondents are running grocery shops, tea shops and small hotels, tailoring shops

condiment shops and handicraft business. Mysore district consists of seven Taluks. Out of them the study has taken four taluks viz, K.R.Nagar, Hunsur, Mysore and H.D.Kote on random sampling technique. Simple percentage method, frequency method and bar diagram method are adopted to analyse the data.

**Age Wise Classification of Respondents**

<b>Sl. No</b>	<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
1	20 – 30	12	20
2	30 – 40	24	40
3	40 – 50	20	33.3
4	50 & above	04	6.7
5	Total	60	100

**(Source-primary data)**



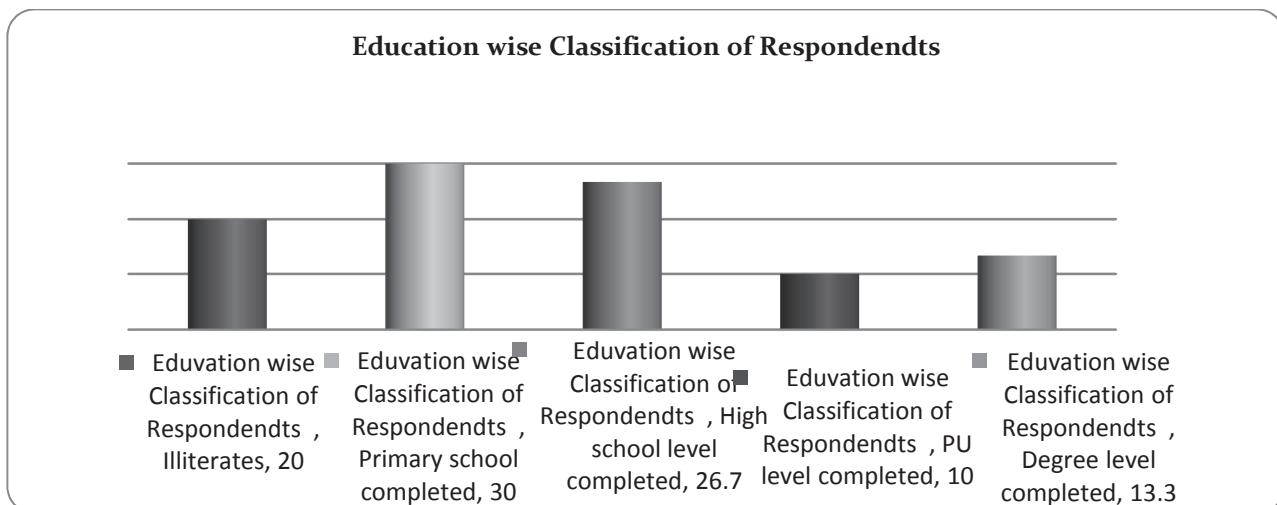
The above table and figure show that out of 60 respondents, 20 percent and 40 percent of respondents belong to 20 – 30 and 30 – 40 years of age groups. 33.3 percent of respondents are from the

age group of 40 – 50 and only 6.7 percent of respondents come from the age group of 50 & above. It is observed that the majority of respondents are young.

**Educational Status of Respondents**

S.L	Education level	Frequency	Percentage
1	Illiterates	12	20
2	Primary school completed	18	30
3	High school level completed	16	26.7
4	PU level completed	06	10
5	Degree level completed	08	13.3
6	Total	60	100

(Source-primary data)



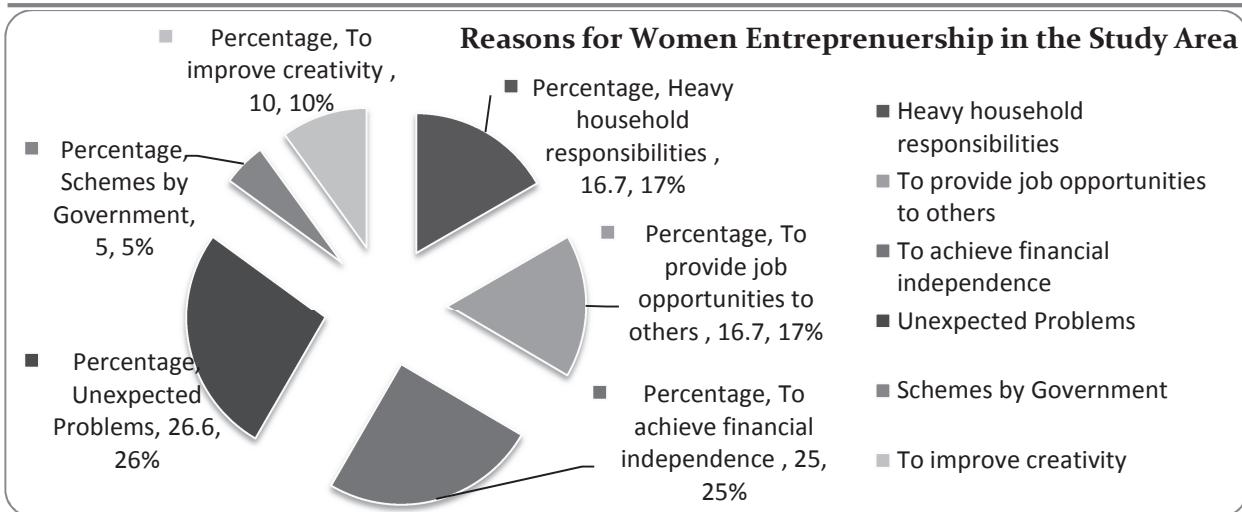
It is observed in the above figure that out of 60 respondents, 20 percent of respondents are illiterates, 30 percent and 26.7 percent of respondents have completed primary school and high

school education respectively. 10 percent of respondents are PU passed and 13.3 percent of respondents are graduates. Majority of selected women entrepreneurs are literates.

#### The Reasons for Women Entrepreneurship in the Study Area

Sl. No	Reasons	Frequency	Percentage
1	Heavy household responsibilities	10	16.7
2	To provide job opportunities to others	10	16.7
3	To achieve financial independence	15	25
4	Unexpected Problems in the family	16	26.6
5	Schemes by Government	03	5
6	To improve creativity	06	10
7	Total	60	100

Source :- (Primary data)



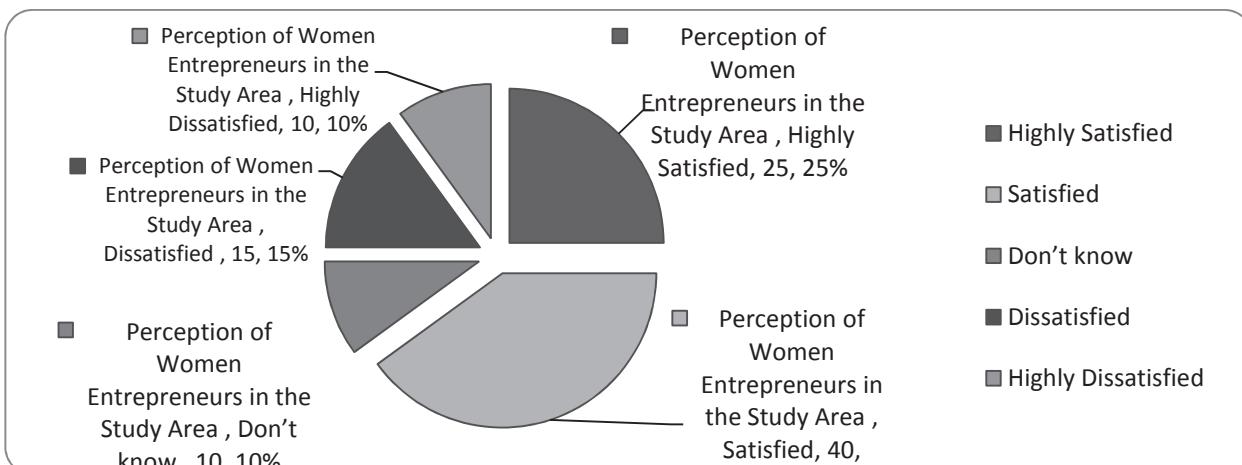
In the above table and pie diagram, it is clear that 16.7 percent of women entrepreneurs are involved in business activities to handle the heavy household responsibilities. 16.7 percent of respondents want to provide job opportunities to others, 25 percent of respondents have chosen entrepreneurship to achieve financial independence, prescribed educational qualification to use their skills. 26.6 percent of respondents due to the sudden death of the earning

members of the family, divorce and others have inspired them to involve in these activities. 5 percent of respondents are inspired by the various schemes launched by the government of India and 10 percent of respondents are in this field to improve their creativity. It is noted that the majority of women entrepreneurs are involved in these activities due to financial crisis.

#### Perception of Women Entrepreneurs in the Study Area

Sl. No	Level of Satisfaction	Frequency	Percentage
1	Highly Satisfied	15	25
2	Satisfied	24	40
	Don't know	06	10
3	Dissatisfied	09	15
	Highly Dissatisfied	06	10
4	Total	60	100

Source :- (Primary data)



25 percent of respondents are highly satisfied with their business.40 percent of respondents are satisfied by being women entrepreneurs,15 percent and 10 percent of respondents are dissatisfied and highly dissatisfied with their business activities due to the

problems involved in self employment and only 10 percent of respondents did not reply to our schedule. But it is clear from the above information that the majority of the women entrepreneurs are happy with their business activities.

#### Opinion of Respondents about Problems Involved in Women Entrepreneurship

Sl. No	Problems involved in Women Entrepreneurship	No. of respondents	Percentage
1	Tough competitions	09	15
2	Lack of entrepreneurial skill	04	6.7
3	Lack of self confidence	09	15
4	Shortage of Finance	20	33.3
5	Marketing problems	06	10
6	Family Conflicts	12	20
7	Total	60	100

Source :- (Primary data)

In the above table and pie diagram it is clear that 15 percent of women entrepreneurs opined that in their business life they have to face tough competitions from their business rivals, especially from foreign companies in the market. 6.7 percent of respondents have not undergone any training and they lack entrepreneurial skill, 15 percent of respondents do not have self confidence, prescribed educational qualification to use their skills.33.3 percent of respondents suffer from financial crisis.10 percent of respondents do not find markets for their products and 20 percent of respondents do not get family support therefore it demotivates them to find success in their business. It is noted that the majority of women entrepreneurs are facing finance related problems.

#### Conclusion and Suggestions

Women entrepreneurs need support in the form of financial assistance from the government and also encouragement and support from family members are also very much needed. The prosperity of the country not only depends on one gender but it also needs equal participation of another gender i.e. female in the matter of freedom to take up important tasks. The findings of the study show that 65 percent of respondents are of the opinion that their business activities have given satisfaction to them and 33.3 percent of respondents are facing financial related problems. Suggestions are given in

this research paper for the development of women entrepreneurs and inspire them to engage in entrepreneurial activities. The following measures can be taken to empower the women to face challenges in business and to make them confident.

1. Government should inspire and encourage women entrepreneurs by giving loan with 1 percent of rate of interest especially in rural parts
2. Frequent awareness and training programmes should be conducted each and every village to create awareness among women about the business opportunities, market mechanism and managerial, leadership, profit planning and product demand.
3. Universities should start courses related to entrepreneurship development in our country to improve the skill and creativity and to plan business projects among women.

Adopting the above mentioned measures may inspire womenfolk to realize that entrepreneurship is not at all a bed of roses, but it poses a variety of opportunities to improve economic conditions. If women participate in any economic activities certainly it raises their family income, enhances capabilities and creativities. One should not forget that entrepreneurial activities is filled with a number of challenges, but proper measures by government and variety of programmes help needy women to explore self employment opportunities.

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