



## WOMEN ENTREPRENEURS IN KALABURAGI CITY: A SOCIO-ECONOMIC STUDY

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### ABSTRACT:

Entrepreneurship is business activity, which is aims towards profit. Many of the women are engaged in entrepreneurial activities and they are getting various benefits and advantages such as social status and respect, profit, economic independence, social contacts, gender equality and so on. Hence, the present study is made to explore the socio-economic conditions of women entrepreneurs in Kalaburagi city of Karnataka. The study is based on 125 women entrepreneurs engaged in various business activities such as small hotels, grocery stores, Computer DTP Centres, Internet Centres, stitching, weaving, beauty parlours, etc in the city. The collected primary data revealed that, majority of these women are getting encouragement and cooperation of their family members and earning good profits from their enterprises. Even majority are earning good profits and they have also gained various benefits such as social contacts, gender equality, knowledge, social status, respect, etc in family and society. It is suggested to implement various Government schemes to impart entrepreneurial skills, management skills, maintenance of accounts records, etc for women and also provide financial assistance and loans to such entrepreneurs for their overall development.



**KEYWORDS:** Women Entrepreneurship, Business, Enterprises, Self-employment, Kalaburagi.

### INTRODUCTION:

Entrepreneurs are those who voluntarily take on the risks and responsibilities that come with starting and running businesses in order to make money and have a positive impact on the economy (Zaidi, et al., 2023). The process of methodically identifying and pursuing opportunities in order to launch and manage a new business venture that often includes elements of creativity and risk-taking is known as entrepreneurship. The process of generating, creating, and growing new concepts or businesses is referred to as "entrepreneurship" (Akter, et al, 2024).

Women's entrepreneurship has emerged as a pivotal force in fostering gender equality and empowering women across diverse socio-economic landscapes. In Karnataka, India, a burgeoning movement of women entrepreneurs has gained prominence, particularly in the realm of home-made products. This surge is indicative of a transformative shift, as women increasingly transcend traditional roles and contribute significantly to economic development through their entrepreneurial ventures (Sowmyalatha and D'Almeida, 2024). The impact of women entrepreneurship on economic empowerment is profound and multifaceted. Women-led businesses contribute to economic growth by

creating jobs, enhancing innovation, and improving community welfare. Studies indicate that women entrepreneurs are often more likely to invest in their local communities, leading to improved social outcomes and increased economic activity (Sharma and Behera, 2024).

Women engaged in entrepreneurial activities are getting income (profit), economic independence, social contacts, knowledge, etc, thereby they get social status and respect and even gender equality in their families and society. In this context, it is essential to explore the advantages and benefits gained by the women entrepreneurs working in backward region like Kalyan-Karnataka region. The region is backward and is gained special status under Section 371(J) of the Indian Constitution. Kalaburagi is biggest city in the region and the present study is made to analyse the socio-economic conditions of women entrepreneurs in Kalaburagi city of Karnataka.

### OBJECTIVES OF THE STUDY:

The present study is made:

- To analyze educational level of women entrepreneurs in Kalaburagi city;
- To explore different entrepreneurial activities in which women are working;
- To study the cooperation and encouragement of family members to women in entrepreneurial activities; and
- To know the advantages gained and financial benefits gained by women entrepreneurs from their business.

### METHODOLOGY AND LIMITATIONS:

As discussed above, the present study has been conducted in Kalaburagi city of Karnataka. As the number of women entrepreneurs is large, it is decided to make random sampling and survey the selected women entrepreneurs. As such, the authors have selected total 150 women entrepreneurs in Kalaburagi city and surveyed them using interview schedule. After the survey, the interviews conducted with 25 women entrepreneurs were found as incorrect and ambiguous and hence, they were not included in the research study. Hence, the research study is based on primary data collected from total 125 women entrepreneurs living in Kalaburagi city. The collected primary data is analyzed, interpreted and discussed as under.

### Analysis, Interpretation and Discussion:

#### 1. Age of Women Entrepreneurs:

At the time of field survey, the researcher has found that, majority of women entrepreneurs are of middle aged and only few of them are of younger age group. It is also observed that, younger women entrepreneurs are engaged in education and skill based works and low-educated women entrepreneurs are engaged in unskilled and conventional women centred jobs. The age group of the women entrepreneurs surveyed is analyzed and discussed as under.

**Table No. 1: Age of the Women Entrepreneurs**

Age Group	No's of Women Entrepreneurs	Percentage
18 to 30 Years	17	13.6
31 to 40 Years	51	40.8
41 to 50 Years	45	36.0
More than 50 Years	12	9.6
Total	125	100

It is revealed that, only few of the women entrepreneurs are of young age (13.6%) that is between 18 to 30 years and of more than 50 years (9.6%). A great majority are of middle age group between 31 to 50 years (76.8%). It may be due to economic needs of their families and their physical strength; majority of the middle-aged women are running enterprises.

## 2. Educational Level:

Educational level of women entrepreneurs significantly influences their enterprises. There are many advantages of education such as women entrepreneurs may analyze the market demand, study the skills required for their enterprises, record the accounts of their enterprise and so on. In this context, the collected primary data on educational level of the women entrepreneurs is shown as under.

**Table No. 2. Educational Level**

Educational Level	No's of Women Entrepreneurs	Percentage
Illiterate	19	15.2
Primary	32	25.6
Secondary	43	34.4
Under-Graduate	13	10.4
Graduate	18	14.4
PG/ Research	--	--
Total	125	100

It is observed that, some (15.2%) of the women entrepreneurs are illiterates. Further, majority have completed only primary (25.6%) or secondary education (34.4%). Further, only some (14.4%) are graduates and few (10.4%) have completed only under-graduation. It shows that, educational level of women has no significant influence on their enterprises.

## 3. Types of Entrepreneurial Activities:

When the enterprises of the women have been analyzed, it is found that, some of these women are engaged in their caste-based occupations, but majority of them are engaged in other, especially modern and demanded professions and occupations. The types of entrepreneurial activities of women entrepreneurs are as under.

**Table No. 3. Types of Entrepreneurial Activities**

Types of Enterprises	No's of Women Entrepreneurs	Percentage
Handicrafts & Art Works	06	4.8
Weaving, Knitting, Embroidery, Stitching, etc.	23	18.4
Animal Husbandry	02	1.6
Hotels, Roti Kendras, Bakery Items, Home Industry of Eatables, etc.	54	43.2
Ladies Cosmetics Shops, Gift Shops, etc.	06	4.8
DTP/ Internet Centres	05	4.0
Beauty Parlours	11	8.8
Flour Mill	13	10.4
Any Other	05	4.0
Total	125	100

At the time of field survey, the researcher has randomly selected the women entrepreneurs and above revealed different types of entrepreneurial activities in which women are engaged in Kalaburagi city. Compared to other entrepreneurial activities, many of the women are engaged in hotel business, Roti Kendra, preparation of Bakery Items, Home industry of eatables such as Chips, etc and animal husbandry is less popular women enterprise in the city.

## 4. Ownership:

It is observed that, few of the women owned enterprises are run by group of women, who are partners and in some of these enterprises are cooperative societies of women. Of course, almost enterprises owned by women are sole proprietorship, that is single woman is running each enterprise. The ownership type of women enterprises is disclosed as under.

**Table No. 4. Ownership**

Ownership	No's of Women Entrepreneurs	Percentage
Sole Proprietorship	110	88.0
Partnership	05	4.0
Self-Help Group/ Cooperative Society	02	1.6
Family/ Home based Enterprise	08	6.4
Any Other	--	--
Total	125	100

It is found that, almost all women owned enterprises are of Sole Proprietorship firms, that is, each enterprise is owned and managed by single woman, whereas only a few are partnerships or Self-Help Groups owned or Cooperative Society or Family-owned enterprises.

### 5. Period of Enterprise:

The period of enterprise owned by women determine, how successful the enterprise is. If the entrepreneurial activities of women are of more than 5 years, then it may be assumed as successful and continuing and vice versa. The period of women owned enterprise is revealed as under.

**Table No. 5. Period of Enterprise**

Period of Enterprise	No's of Women Entrepreneurs	Percentage
Up to 02 Years	14	11.2
02 to 05 Years	36	28.8
05 to 10 Years	48	38.4
More than 10 Years	27	21.6
Total	125	100

Above table made it clear that, only few of the women owned enterprises are of less than 02 years and some are between 02 to 05 years. Majority of the women are working as entrepreneurs since more than 05 years and even considerable number of women are also working for more than 10 years in their entrepreneurship.

### 6. Impact of Entrepreneurship on Status and Respect in Family and Society:

Gender inequality, lower status and respect are major problems faced by women in family and society. Realizing the same, the Government has implemented some of the empowerment schemes such as encouragement to form and become member of Self-Help Groups, small loans, banking habits, training in skills for entrepreneurship with financial assistance and so on. Hence, it is essential to know that, whether the status and respect of women has been improved in their family and society after they have started entrepreneurial activities and collected primary data is as under.

**Table No. 6. Impact of Entrepreneurship on Status and Respect in Family and Society**

Impact	No's of Women Entrepreneurs	Percentage
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Improved & Developed	83	66.4
No Difference	27	21.6
Become Lower	15	12.0
Total	125	100

It is highlighted that, though majority (66.4%) of the women entrepreneurs have agreed that, their status and respect in their families and society is improved and developed, still some (21.6%) have mentioned that, there is no difference in their status and respect and few (12.0%) of them have also remarked that, their status has become lower compared to earlier due to their entrepreneurial activities.

### 7. Average Annual Income (Profit) from Entrepreneurship:

The women engaged in enterprises are earning profit and it is their personal income. The personal income of women entrepreneurs shows their economic conditions. The information gathered on the average annual income of women entrepreneurs is shown as under.

**Table No. 7. Average Annual Income (Profit) from Entrepreneurship**

Profit/ Annual Income	No's of Women Entrepreneurs	Percentage
Less than 48000	23	18.4
Rs. 48001 to Rs. 1 lakh	32	25.6
Rs. 1 lakh to Rs. 2 lakhs	50	40.0
More than Rs. 2 lakhs	20	16.0
Total	125	100

It is found that, majority of the women entrepreneurs are making fair profit as their income is more than Rs. 1 lakh per annum and compared to them, less than half of them are making lower profit. Of course, the profit and income from entrepreneurship depends on the type of work, demand and supply of the products and services in business. Still, majority of the women entrepreneurs surveyed are making fair profit.

### 8. Attitudes of husband and Family Members on Entrepreneurship:

In some cases, it is observed that, some of the family members or husband opposes the women entrepreneurship as such outside work of women may neglect the family and household work. To greater extent, the husband and family members may support the women entrepreneurship. In this context, the attitudes of husband and family members on entrepreneurship as stated by women are as under.

**Table No. 8. Attitudes of Husband and Family Members on Entrepreneurship**

Attitudes of Family and Husband	No's of Women Entrepreneurs	Percentage
They also involved in Same Entrepreneurship	26	20.8
Fully Cooperate & Encourage	74	59.2
Don't Interfere & Not Interested	19	15.2
Discourage & Not Cooperative	06	4.8
Total	125	100

It is highlighted that, majority of the family members and husbands encourage and extend their cooperation to women in running business enterprise, even some of them are also engaged in such entrepreneurship with women. Some of the family members and husband don't interfere in entrepreneurship of women and they are not interested and even a few of the husbands and family members are not cooperative and discourage such women entrepreneurship.

### 9. Advantages of Entrepreneurship on Women:

Apart from the profit and financial benefits, the women engaged in entrepreneurial activities, are getting different types of advantages and benefits. The advantages and benefits gained by these women entrepreneurs are many and in this regard, the advantages gained by women entrepreneurs due to their business are as under.

**Table No. 9. Advantages of Entrepreneurship on Women**

Advantages of Entrepreneurship	No's of Women Entrepreneurs	Percentage
Equal Social Status	32	25.6
Economic Independence	71	56.8
Knowledge	60	48.0
Fame & Recognition in Society	57	45.6
Social Contacts	92	73.6
Any Other	08	6.4

A great number of all the women entrepreneurs surveyed have gained advantages of social contacts, economic independence, knowledge, fame and recognition in society. On the other hand, only some have gained equal social status and a few of them have also gained other advantages such as Banking habits, loans and so on.

### SUGGESTIONS:

It is found that, women entrepreneurs are getting social status and respect along with economic independence and consequently nearly half of them are getting gender equality in their families and society. As observed by the researcher, few of the women entrepreneurs lack marketing strategies and renovation of their enterprises. In this context, it is suggested to the Government to organize regular training in women enterprises and provide financial assistance and loans to such women entrepreneurs. Cooperation and encouragement from family members to women entrepreneurs is essential for overall progress and development.

### CONCLUDING REMARKS:

To remove gender disparities and gender inequality in society, the Government has implemented many of the socio-economic plans, policies and programmes. It is essential to emphasize entrepreneurship for women both in rural and urban areas. For this purpose, the Government has to provide training in modern self-employment such as women beauty parlours, Computer DTP Centres, Internet Centres, Mobile & TV Repair works, etc and even training is also needed for women entrepreneurs in use of modern technological applications to their entrepreneurship, marketing research, maintaining accounts and financial records and so on. As the women are poor in villages, it is essential to provide financial assistance and loans by providing subsidy, at lower interest rates. In this context, the Udyogini, Samruddhi, Savi Ruchi, etc implemented by Karnataka State Women Development Corporation are worth to be noted.

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