



Unlocking Potential: A Study of Challenges and Support Mechanisms for Women Entrepreneurs in Tumakuru City

¹ Mr. Manjunatha T K ²Dr. Ramesh Chandrasa

¹Research Scholar ²Assistant Professor- ²Corresponding Author

^{1,2}Institute of Management Studies

^{1,2} Davanagere University, Davanagere, Karnataka, India

¹ manjunathatk6@gmail.com ² drrcmay@gmail.com

DOI : <https://doi.org/10.5281/zenodo.17400849>

ARTICLE DETAILS

Research Paper

Accepted: 02-09-2025

Published: 25-09-2025

Keywords:

*Women Entrepreneurship,
Work-Life Balance,
Empowering Leadership,
Government Support.*

ABSTRACT

This study examines the complex world of women entrepreneurs, highlighting the ways in which principles of leadership, work-life balance, and government support influence their success. Due to the conflicting demands of managing a business and taking care of the home, many women experience role conflicts. Although family support has its advantages, it can also increase their workload or hamper the expansion of their business, so striking a balance between these factors is a never-ending task. The significance of empowering leadership is emphasized by the study. While authoritarian or controlling leadership tends to prevent women's advancement, supportive and motivating leaders increase women's motivation and performance. Common challenges faced by women entrepreneurs include a lack of entrepreneurial expertise or knowledge, strong rivalry in the market, and limited access to financial resources. These difficulties may limit their capacity to expand and remain sustainable. The Credit Guarantee Fund Scheme, MSE-CDP, and TREAD are examples of government programs that are recognized as essential support systems that may help women in overcoming some of these challenges. Based on the findings, empowering women entrepreneurs requires a comprehensive



strategy that combines family cooperation, supportive leadership, and successful government initiatives. In addition to assisting women in achieving personal success, fostering an environment that supports them will also have a major positive impact on economic and social development.

1. Introduction

Women's entrepreneurship is becoming more widely recognized as a key factor in the development of society and the economy, particularly in developing countries like India where their contributions are continuously growing. Despite their increasing numbers, female entrepreneurs face a unique set of challenges that regularly stand in the way of their growth and potential. A significant problem is the natural stress that arises when balancing demanding company operations with traditional family and home responsibilities, which can result in serious problems with work-life balance. This dual burden can occasionally affect family dynamics and lead to feelings of overload.

Women entrepreneurs frequently encounter systemic barriers in addition to personal ones, such as restricted financial resources, fierce competition in the market, and a lack of professional expertise. Another important factor is the leadership environment; it has been shown that empowering leadership styles greatly increase motivation and performance, which in turn promotes innovation and growth. In order to address these issues and promote an environment that is more supportive of entrepreneurship, a number of institutional and governmental support systems have been put in place to offer funding, marketing support, and training. In order to give a thorough overview of these important factors and their influence on the empowerment and success of female entrepreneurs, this article synthesizes the body of existing research.

2. Review of Literature:

1. Nurhalisa, Rahmad Solling Hamid, Muh. Yusuf Qamaruddin

Title: *The Role of Empowering Leadership and Work-life Balance in Increasing Women's Entrepreneurial Motivation and Performance*

This research investigates the significant impact of empowering leadership and work-life balance on the motivation and performance of female entrepreneurs in Palopo's Micro, Small, and Medium Enterprises



(MSME) sector. Utilizing a quantitative approach with a sample of 250 respondents, the study found that both empowering leadership and work-life balance positively influence female entrepreneurs' performance and motivation. Empowering leadership fosters an environment supporting innovation and growth, while work-life balance helps maintain professional and personal harmony, reducing stress and increasing job satisfaction. These findings underscore the critical importance of these factors for the success and growth of women entrepreneurs, suggesting that understanding their interplay can lead to optimal outcomes.

2. Priyadarshini, S. (2025)

Title: *Women entrepreneurs - problems and prospects in India*

This article examines the evolving landscape of women entrepreneurship in India, highlighting their increasing presence and contributions to the economy. It discusses the historical and societal context of women's status in India, noting the shift from traditional roles to greater involvement in business and professional activities. The study identifies various challenges faced by women entrepreneurs, including financial constraints, scarcity of raw materials, stiff competition, production issues, family responsibilities, lack of education, and a male-dominated societal structure. Furthermore, the article outlines several government schemes and initiatives aimed at fostering and supporting women's entrepreneurial ventures, such as TREAD, MSE-CDP, Credit Guarantee Fund Scheme, and various bank-supported programs. The overall message emphasizes the need for continued efforts to empower women in the entrepreneurial field through education, awareness, and skill development to harness their potential for economic growth.

3. Rani, Vosuri Sandya & Sundaram, Natarajan (2023)

Title: *Opportunities and Challenges Faced by Women Entrepreneurs for Sustainable Development in India*

This study investigates the relationship between female entrepreneurship and women's empowerment in India's Chittoor district, involving 300 female entrepreneurs from urban and rural areas. It identifies the challenges women entrepreneurs face, such as financial constraints, intense competition, and lack of family support, role conflict, mobility issues, and insufficient professional knowledge. The research found a positive correlation between women's empowerment and female entrepreneurship, highlighting



that most women entrepreneurs struggle with financial problems and job pressure. Government programs offer crucial support through training, funding, and marketing assistance. The study concludes that entrepreneurship significantly improves women's conditions, contributing to their country's growth and development.

4. Talreja, Monika (2017)

Title: *Women Entrepreneurship and Work Life Balance*

This paper explores how 80 women entrepreneurs in Kota, Rajasthan, manage their household and business responsibilities, highlighting the reality of their experiences. It notes that despite an increasing number of women pursuing entrepreneurship, little attention has been given to the actual expectations and whether it truly improves work-life balance. The study utilizes a questionnaire-based survey to collect primary data. Key findings indicate that women entrepreneurs face significant role conflicts, often feeling overloaded with domestic and enterprise workload, and that children may be deprived of motherly attention. The paper suggests that family support, including sharing household responsibilities, and prioritizing tasks are crucial for maintaining work-life balance.

I. Research Gaps:

- **Limited Focus on Work-Life Balance and Family Support:** While some studies (e.g., Monika Talreja, 2017) highlight work-life balance issues among women entrepreneurs, there is limited in-depth exploration of specific family support mechanisms and their effectiveness in different cultural contexts.
- **Impact of Empowering Leadership across Diverse Sectors:** Nurhalisa et al. (2023) emphasize empowering leadership's positive effects but do not extensively explore how leadership styles influence women entrepreneurs in various sectors or regions.
- **Urban vs. Rural Challenges and Opportunities:** Vosuri Sandya Rani and Natarajan Sundaram (2023) address challenges faced by women entrepreneurs in both urban and rural areas but do not deeply analyze the differential impact of these environments on entrepreneurial success and empowerment.
- **Holistic Approach to Challenges and Support Systems:** S. Priyadarshini (2025) discusses challenges and government schemes but lacks a comprehensive study on how these schemes translate into tangible support and how women entrepreneurs navigate multiple barriers simultaneously.

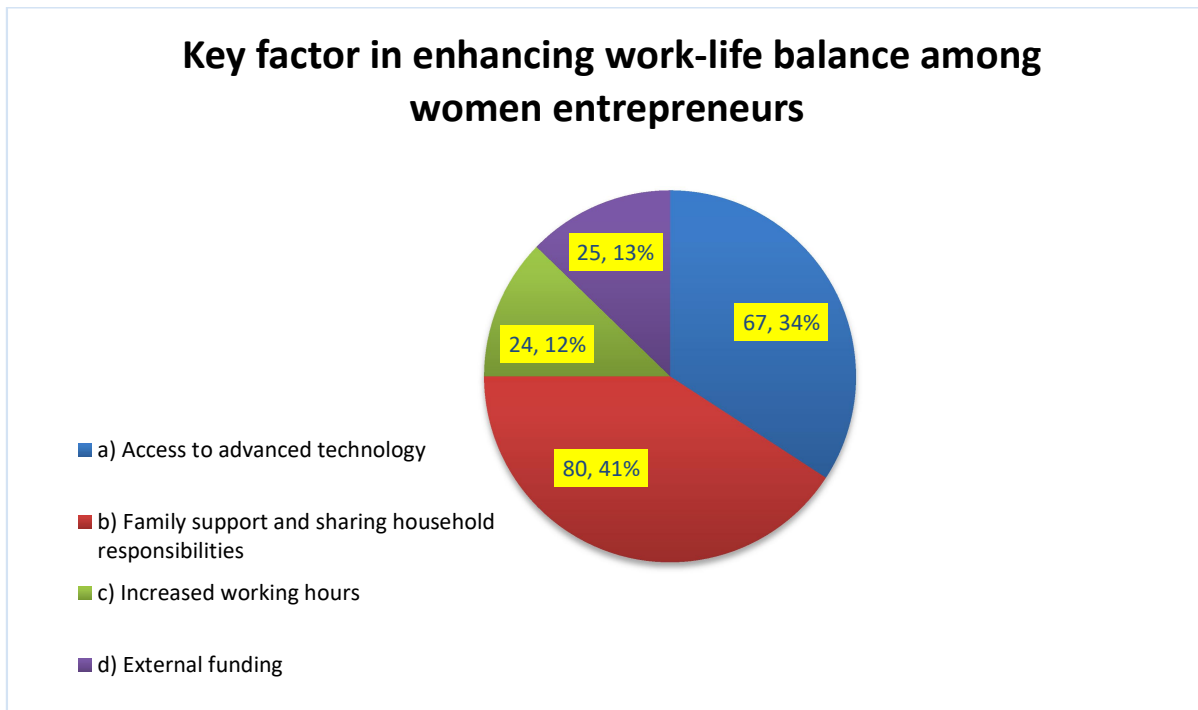


II. Research objectives:

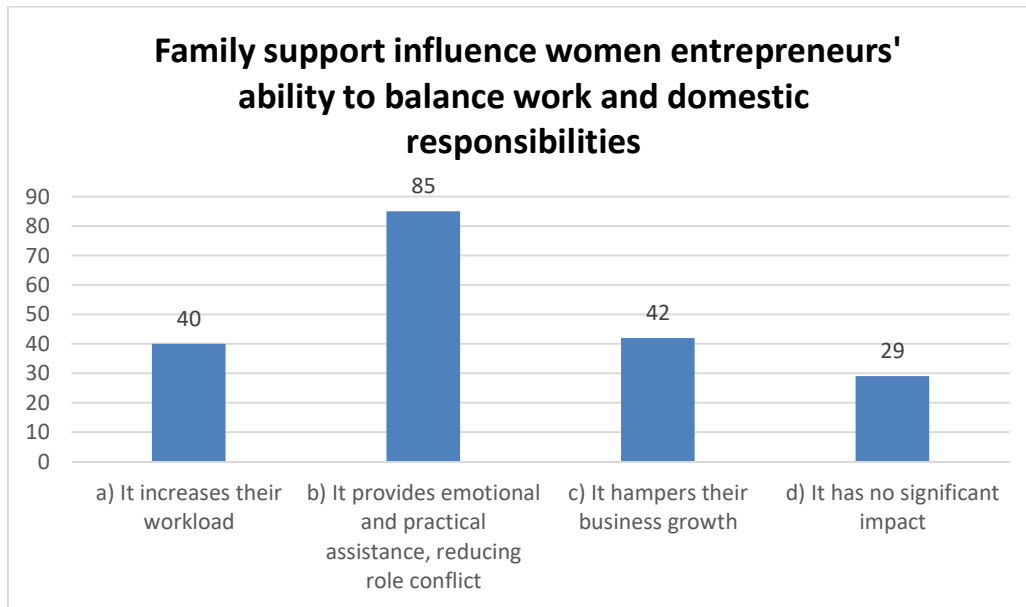
- To study how family support helps women entrepreneurs balance work and personal life in different cultural settings.
- To explore how leadership styles that empower women influence their motivation, performance, and business growth in various industries.
- To assess how well government programs and institutional support help women entrepreneurs overcome obstacles and build sustainable businesses.

III. Methodology:

A structured questionnaire was administered to 196 women entrepreneurs. Data was analysed through descriptive statistics, charts, and cross-tabulations.



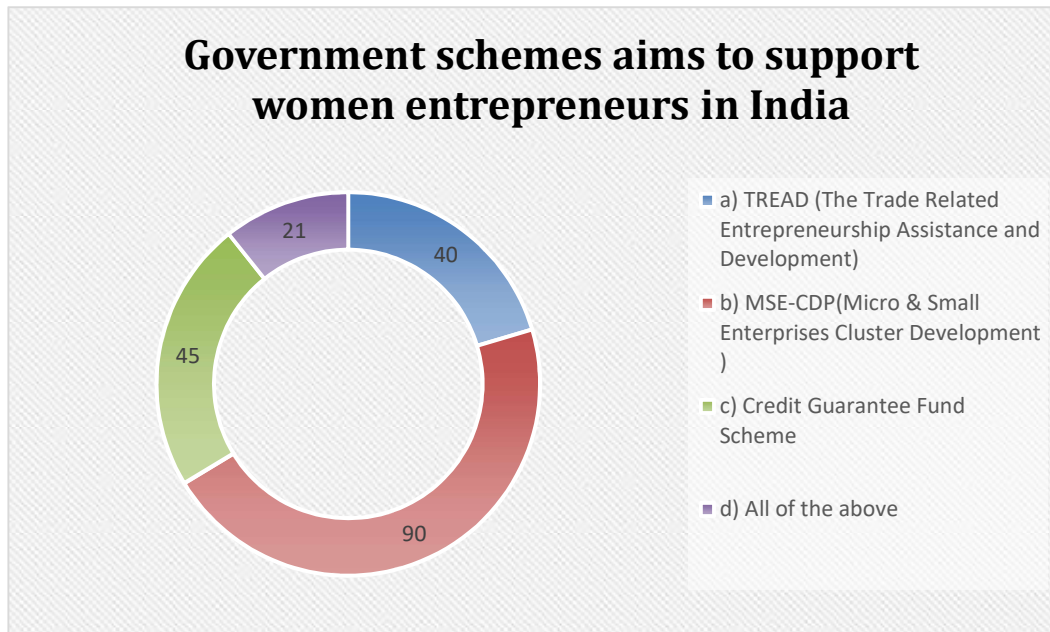
The main factor helping women entrepreneurs balance work and family is support from their families and sharing household chores, mentioned by 41% of women. This support makes it easier for them to focus on their businesses. Having access to modern technology is the second most important, at 34%, because it helps them work more efficiently. Working longer hours and getting external funding are less helpful, at 12% and 13%. Overall, family support and technology are key to helping women manage both their work and personal life better.



The above graph shows that family support is very important for women entrepreneurs trying to balance work and home life. Most women (85 out of 196) said that their family provides emotional help and practical support, which makes it easier to manage both roles and grow their business. However, some women (40) said that family support can sometimes add to their workload, making it harder to focus on their business. A few others (42) felt that family support might even hold back their business growth because of challenges in balancing domestic and work responsibilities. Overall, while family support can have both good and bad effects, most women see it as a helpful factor in managing their work and personal life better.



The above data shows that most entrepreneurs find supportive and empowering leadership the most inspiring. About 75 people (38%) prefer leaders who encourage independence and offer encouragement, which helps them stay motivated. On the other hand, authoritarian leadership is less effective, with 45 respondents (23%) feeling less motivated by it. A small number (10 people, or 5%) didn't notice any particular leadership style making a difference. Overall, creating a positive and encouraging leadership environment is key to boosting motivation and helping entrepreneurs succeed. Leaders who support and empower their teams can make a big difference in inspiring growth and confidence.



The above graph shows that most people are aware of three main government programs that support women entrepreneurs in India: TREAD, MSE-CDP, and the Credit Guarantee Fund Scheme. Among these, 90 respondents mentioned MSE-CDP, 45 mentioned the Credit Guarantee Fund Scheme, and 40 mentioned TREAD. Additionally, 21 respondents recognized all three schemes together. This suggests that these government initiatives are quite well-known and are viewed as important support tools for women starting and growing their businesses. The data highlights how these schemes play a key role in providing financial help and development opportunities, encouraging women entrepreneurs across India to succeed.

IV. Key Findings:

❖ **Work-Life Balance and Family Support are Crucial**

The demands of both business and household responsibilities often cause role conflicts for women entrepreneurs. Support from family is emphasized as being essential to preserving work-life balance and



managing both of these responsibilities. Although family support is generally advantageous, some women stated that it may make their employment more difficult or even delay the expansion of their businesses.

❖ **Empowering Leadership Positively Impacts Motivation and Performance**

Supportive and empowering leadership styles are identified as the most inspiring for entrepreneurs, significantly boosting their motivation and performance. This type of leadership fosters an environment conducive to innovation and growth, contrasting with authoritarian approaches which are less effective.

❖ **Common Challenges Persist for Women Entrepreneurs**

Women entrepreneurs face a range of significant challenges, including financial constraints, intense competition, and a lack of professional knowledge. Other obstacles include scarcity of raw materials, production issues, family responsibilities, and a male-dominated societal structure.

❖ **Government Schemes Provide Important Support**

Government initiatives play a vital role in supporting women entrepreneurs in India. Key programs mentioned include the TREAD (The Trade Related Entrepreneurship Assistance and Development) scheme, MSE-CDP (Micro & Small Enterprises Cluster Development), and the Credit Guarantee Fund Scheme. These schemes are recognized for providing crucial support through training, funding, and marketing assistance, helping women entrepreneurs overcome obstacles and build sustainable businesses.

V. **Recommendations:**

- ❖ **Enhance Family Support Systems:** Implement programs that educate families on the importance of shared household responsibilities and provide practical support mechanisms to alleviate the burden on women entrepreneurs, addressing the dual impact of family support on workload and business growth.
- ❖ **Promote Empowering Leadership Training:** Develop and offer training programs for leaders in entrepreneurial ecosystems to foster supportive and empowering leadership styles, recognizing their positive impact on motivation, performance, and innovation among women entrepreneurs.
- ❖ **Strengthen Government Support Initiatives:** Increase awareness and accessibility of existing government schemes like TREAD, MSE-CDP, and the Credit Guarantee Fund Scheme. Additionally, tailor new programs to address specific challenges such as financial constraints, access to raw materials, and market linkages, ensuring these translate into tangible support.



VI. Conclusion:

Women entrepreneurship is a growing field with significant contributions to economic development, yet it is fraught with challenges primarily related to work-life balance, societal expectations, and access to resources. The findings underscore the critical role of family support, empowering leadership, and government initiatives in fostering a conducive environment for women entrepreneurs. By addressing the identified gaps and implementing strategic recommendations focused on comprehensive support systems, leadership development, and accessible government programs, the potential of women entrepreneurs can be fully realized, leading to enhanced individual success and broader economic growth.

Bibliography:

- ❖ Talreja, M. (2017). Women entrepreneurship and work life balance. *Global Journal of Human Social Science*, 17(6), 1-15.
- ❖ Nurhalisa, Rahmad Solling Hamid, & Muh. Yusuf Qamaruddin. The Role of Empowering Leadership and Work-life Balance in Increasing Women's Entrepreneurial Motivation and Performance. *Proceedings Series on Proceedings of Multidisciplinary Sciences*, Volume 1, No. 1, International Conference of Business, Education, Health, and ScienTech (ICBENS), Universitas Muhammadiyah Palopo, Palopo, Indonesia.
- ❖ Rani, Vosuri Sandya, & Sundaram, Natarajan. (2024). Opportunities and challenges faced by women entrepreneurs for sustainable development in India. *Revista de Gestão Social e Ambiental*, 18(3), 1-20.
- ❖ Priyadarshini, S., & Basariya, S. R. (2018). Women entrepreneurs-problems and prospects in India. *International Journal of Civil Engineering and Technology*, 9(4), 96–102.