



Empowering Women through Entrepreneurships: A Pathway to Social Change

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ABSTRACT

In the modern world, women played an important role in the family and in the development of society. It is difficult to provide government job to all women in the country. If women establish small-scale or medium scale business, she personally develops herself economically and increase her confidence and increase their family income and also provide job opportunities to other people in the society. "Empowering Women through Entrepreneurships: A Pathway to Social Change" is an idea to empower women through encouraging their knowledge, skills and confidence by providing financial and other needed facilities. In our country, where there is a domination of middle-class families, women entrepreneurs are less visible and there is a need to develop women entrepreneurs. If government provide maximum training and development facilities and financial support to women, they contribute economic development of our country. In this regard, at present there are many opportunities and challenges are faced by women entrepreneurs. This article focusses on the opportunities and challenges of women entrepreneurs through Collecting Primary data from 45 respondents in Tumakuru city.

Introduction

Entrepreneurship is widely recognized as a critical factor for economic development. In recent decades, women have increasingly engaged in entrepreneurial activities, bringing unique perspectives, leadership



styles, and innovation. Women entrepreneurship not only supports economic growth but also promotes gender equality and social transformation.

Empowering women through entrepreneurship is a powerful stimulus for social change, enabling them to break free from traditional barriers and forge their own paths to success. By starting and running their own businesses, women can gain financial independence, confidence, and a sense of self-worth, ultimately contributing to the betterment of their families, communities, and society at large.

Objectives of the Study

1. To examine the role of women entrepreneurs in economic and social development.
2. To identify key challenges faced by women in entrepreneurship.
3. To explore opportunities and support systems available for women entrepreneurs.

Methodology

This study is based on both Primary and secondary data. Primary data is collected from google forms from Selected 55 women entrepreneur in tumkur. Secondary data is collected from journals, websites and case studies of women entrepreneurs.

Limitations:

1. Primary data is collected from selected Women entrepreneurs in Tumkur City only.
2. Time is the main limitation of this Study.

Review of Literature

In Albania, women dominate the micro-enterprise sector, showing their true potential as entrepreneurs, employers, and economic actors. Given the historical development of the Albanian economy during the transition period, many women have started their own businesses; however, starting and maintaining a business has been more difficult for women, especially for two reasons: political and patriarchal.

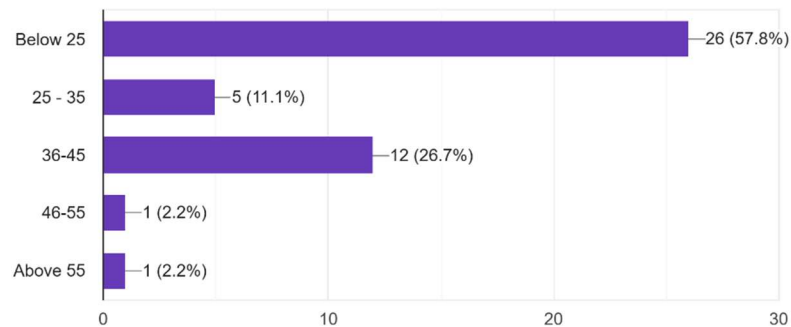
Candida G Brush (2009) in their Article “Women Entrepreneurs: A Research Overview” focus on brief overview on the extent of research on women’s entrepreneurship and considers reasons why they are under studied. The article also explores empirical findings in terms of similarities and differences between men and women entrepreneurs.



Rupashree Baral (2023) in her article “women entrepreneurs in India : A systematic literature. She analysed success factors for women entrepreneur, challenges faced by WE’ s, factors that attract and motive WEs and performance measures for WEs. While challenges and success factors have received attention form researchers, there is a distinct lack of papers on factors that attract or motive WE and performance measures.

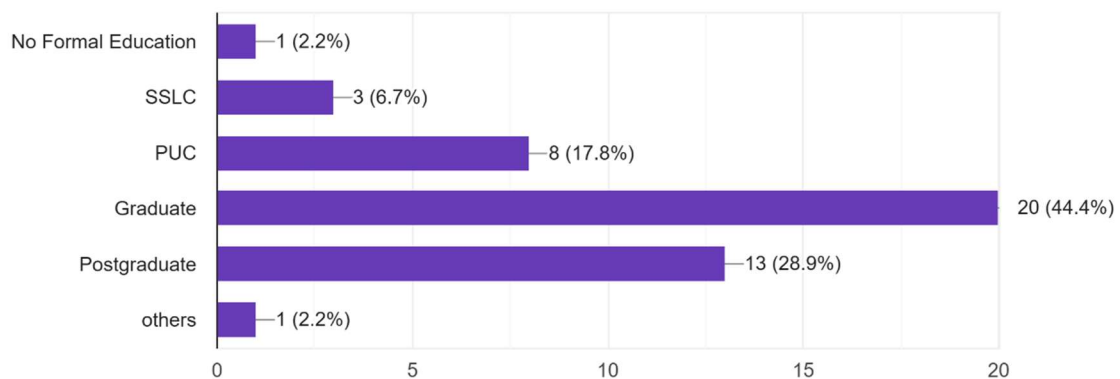
Analysis of Data

2. Age:
45 responses



From the above chart , maximum respondent is below 25 years age and minimum respondent is above 55 years of age.

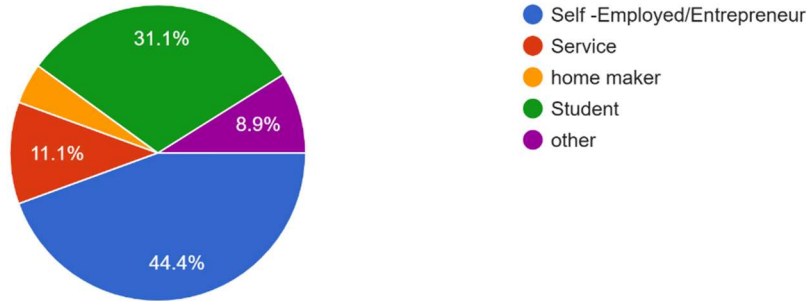
3. Education Level:
45 responses



From the above chart, it is concluded that Education level of women entrepreneur’s was maximum 44.4% of Graduate. Minimum education level is 2.2% from No formal education same percentage as in case of others .education background.

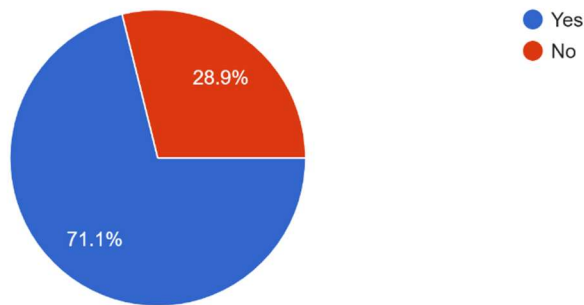


4. Occupation:
45 responses



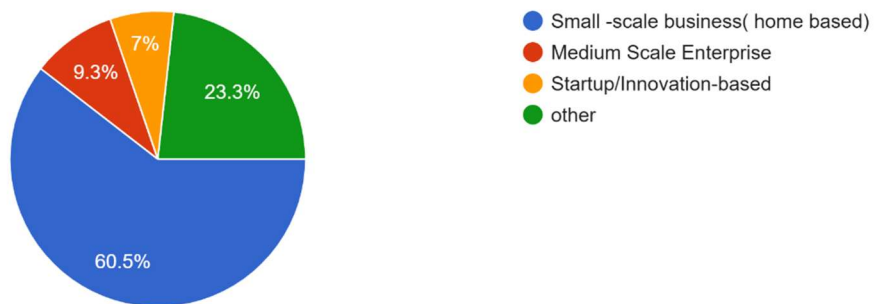
Regarding occupation of women entrepreneur’s was concerned maximum were from self employed group and minimum were from home maker who engaged in entrepreneurship.

5. Are you currently engaged in Entrepreneurship?
45 responses



From the above chart , maximum 71.1% of the respondent are engaged in entrepreneurship.

6. If yes, What type of business do you run?
43 responses

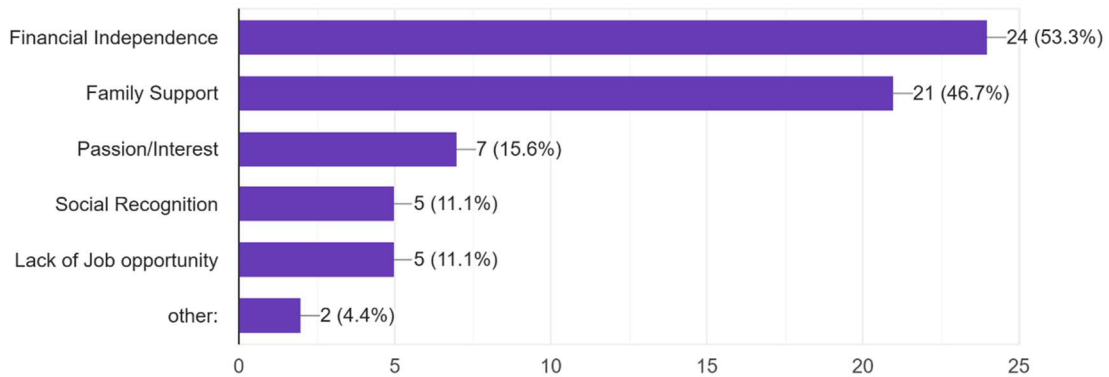


From the above chart, maximum women entrepreneurs are engaged in small-scale business and others are 7%.



7. What motivated you to become an entrepreneur?

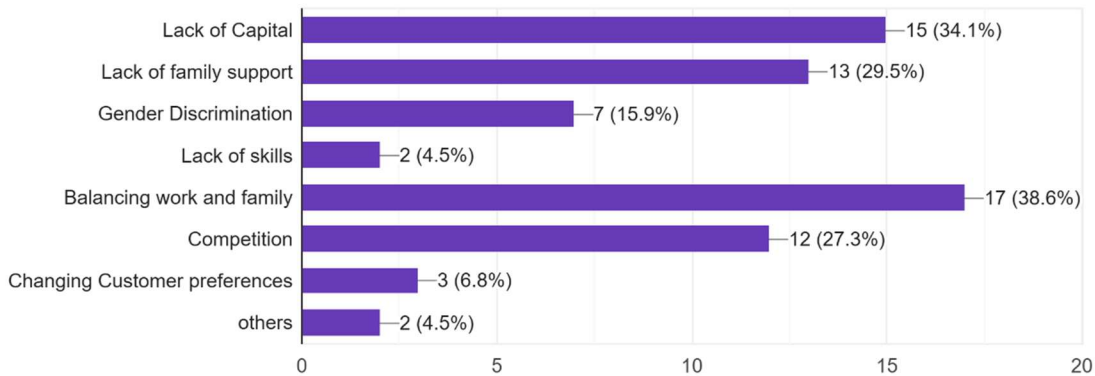
45 responses



Maximum women entrepreneurs are motivation to become entrepreneur is financial independence.

8. What are main challenges you face in entrepreneurship?

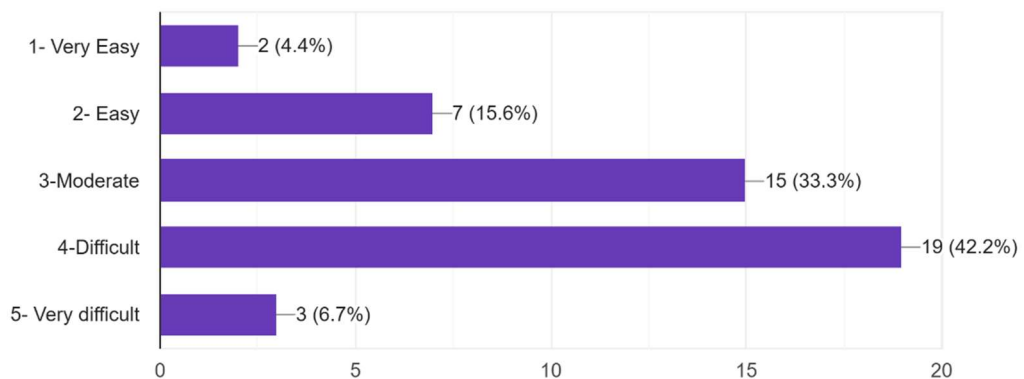
44 responses



Main challenges of women entrepreneurs are balancing work and family and lack of capital.

9. on a scale of 1-5, how difficult is it for women to get financial support(loans, credit, investment)?

45 responses

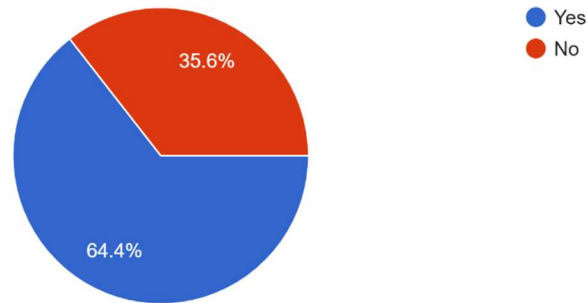




Women entrepreneurs are facing many problems to get financial support from bank and other sources. Therefore, it is difficult to get loan.

10. Are you aware of government scheme/programs for women entrepreneurs?

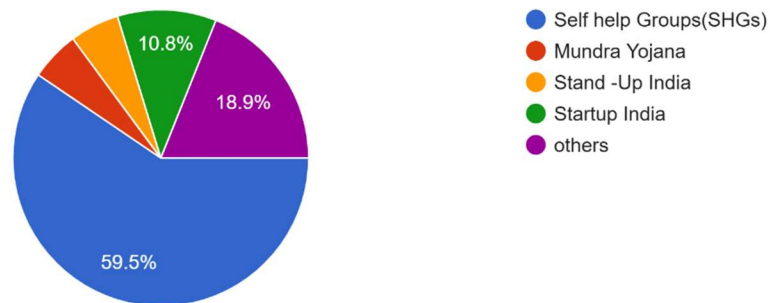
45 responses



Among the Women entrepreneur's 64.4% of women are aware about government schemes.

11. If yes, which schemes have you benefited from?

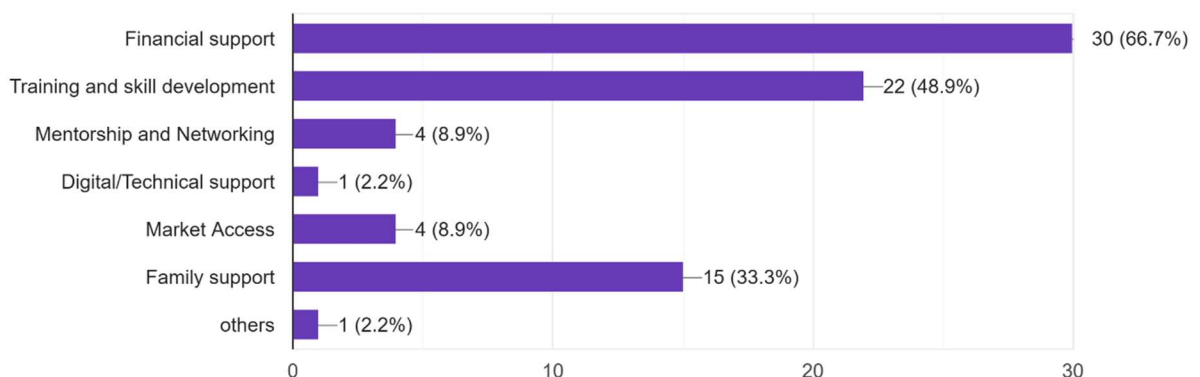
37 responses



Maximum women entrepreneurs are benefited loan from form self-help groups .

12. What kind of support do you think is most important for women entrepreneurs?

45 responses

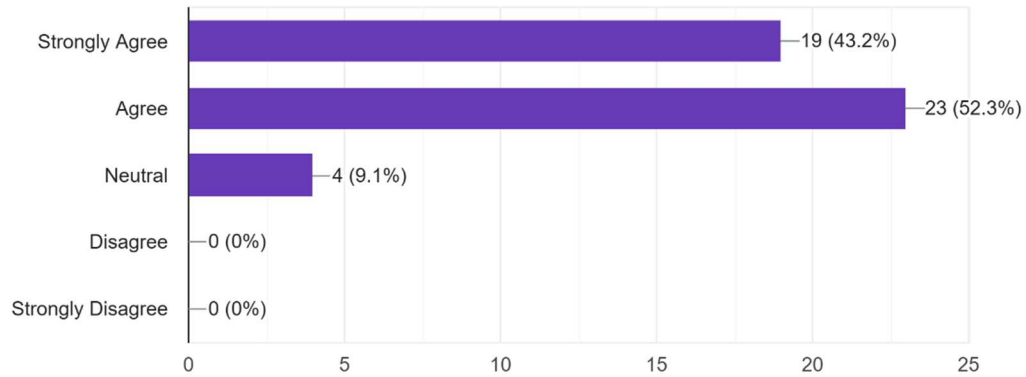




For women entrepreneurs financial support and training and skill development was most important to improve their business.

13. Do you think women entrepreneurship contributes to social change?

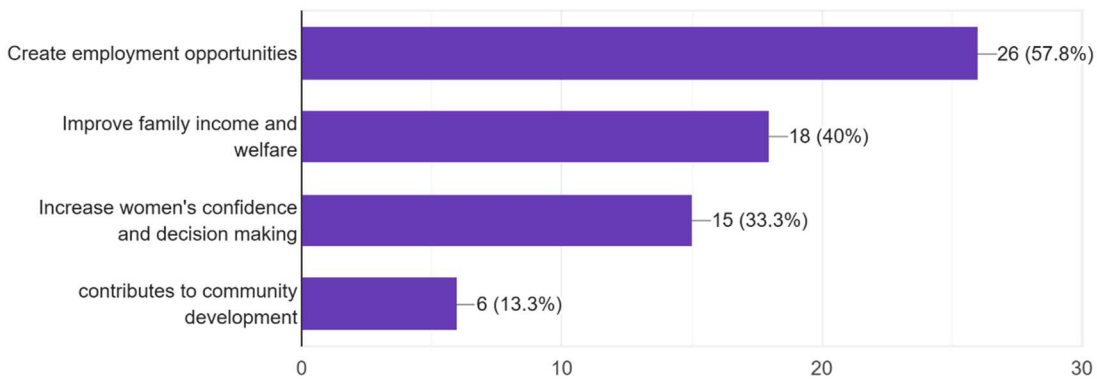
44 responses



Maximum women entrepreneurs are agreed the women entrepreneurship contributes to social change.

14. In your opinion, how does women's entrepreneurship impact on society?

45 responses



Women entrepreneurship impact on society through creating employment opportunity.

15. What suggestions do you have to promote women entrepreneurship in your community?

22 responses

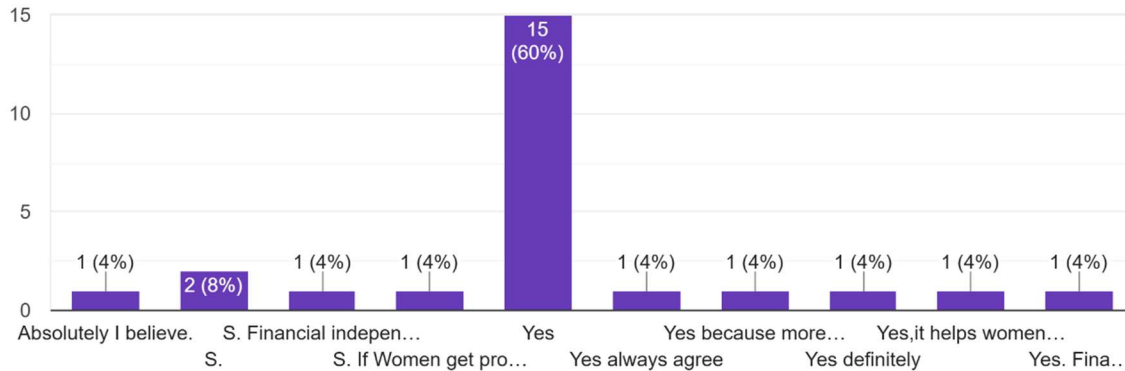




Family support is very important for women to promote women entrepreneurship.

16. Do you believe entrepreneurship is the best pathway for women's empowerment and social change?

25 responses



Maximum women entrepreneurs agreed that entrepreneurship is the best pathway for women’s empowerment and social change.

Findings

- Financial support is main important for development of women entrepreneurs.
- Family members support is also essential for women entrepreneurs.
- Government training and skill enhancement programmes are very essential to support women entrepreneurs.
- Lack of Market accessibility leads to low Profit.
- Awareness about technology is also needed tool for development of women entrepreneurs.
- Women entrepreneurship provide more job opportunities and reduce unemployment.
- It provides innovative products in food items and services.
- It Promotion of inclusive growth and gender balance.

Challenges Faced

- **Financial barriers:** Limited access to loans and venture capital.
- **Socio-cultural factors:** Gender stereotypes and lack of family support.
- **Skill gaps:** Lack of entrepreneurial training and digital literacy.
- **Policy constraints:** Inadequate government schemes and support networks.



Opportunities

- Growth of e-commerce and digital platforms.
- Access to global markets through technology.
- Support from microfinance institutions and NGOs.
- Increasing government focus on women empowerment policies.

Suggestions

- Government Financial support for women entrepreneur is highly needed to increase women entrepreneur.
- Family member co-operation is also encouraged to increase women ability to face problems in business.
- NGO's support is also encouraged to improve women entrepreneurship.
- Separate women Counselling programme is also required, if women entrepreneur stop their business.
- Awareness programme about government scheme regarding women entrepreneur is also encouraged.
- To support micro entrepreneur, self help finance group and government incitation is very essential to improve women entrepreneur.
- Development of more training centres in each taluk and villages is also required to develop women entrepreneurs in our country.
- Free training facilities regarding E-commerce to women entrepreneur is also essential to more access to market.

Conclusion

Women entrepreneurship is a transformative force for both economic development and social empowerment. While challenges remain, supportive ecosystems, technology, and policy interventions can create an enabling environment for women to thrive as entrepreneurs. Empowering women in entrepreneurship is not just an economic necessity but also a step toward achieving sustainable development goals.

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