

Women Empowerment to Women Entrepreneurship –A Success Story of Karnataka

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Abstract

Women from an important segment of the labor force and the economic role-played by them cannot be isolated from the frame work of development. The role of women as business owners is gradually increasing all over the world. Women entrepreneurship development is the instrument of women empowerment. Empowerment leads to self-fulfillment and women become aware of where they are going, what their position is in the society, their status existence and rights and women are becoming more empowered, personally and economically through business ownership. Thus, the present study is initiated on empowering women through entrepreneurship development in Karnataka. The research is based on conceptual study. Moreover, this study would be helpful to the practitioners, researchers, planners, policy makers and academicians, who are involved in the concerned area. Further, the present study also tries to contribute to this literature by empowering women through Entrepreneurship in Karnataka state.

Key Words: Women Empowerment, Women Entrepreneurship, Women Literacy and government initiatives.

INTRODUCTION:

Economic empowerment is the essence of life. Human life includes social, economic, cultural and educational values. These values are different for different individuals. So economic empowerment effects on lifestyle such as self-esteem, self-power, self-reliance, dignity of life, etc. Economic empowerment reveals both diversity and commonality. It includes of gaining power and control over the decision. It is also relevant at the individuals and collective level. Hence, women empowerment is to be expressed as awareness and exercise of their rights. Padmavathi (2002) said that the need of the hour is of training in order to orient women towards initiate and managing their own entrepreneurs. Adam Smith (1776) defined an entrepreneur as, "an individual, who forms an organization for commercial purpose-who is a capitalist". An effort is made to illustrate the real life situation of respondents in their business ventures which reflect Women entrepreneurs' talent and ability to be the model entrepreneurs.

The women entrepreneurs shape the economy by creating new wealth and new jobs and by inventing new products and services. Entrepreneurship is a state of mind, which develops naturally, based on her surrounding and experiences, which her think about life and career in a given way. The women have achieved immense development in their state of mind. With increase in dependency on service sector, many entrepreneurial opportunities especially for women have been created where they can excel their skills with maintaining balance in their life. Accordingly, increasing number of women has entered the field of entrepreneurship and also they are gradually changing the face of business of today, both literally and figuratively. But still they have not capitalized their potential in India the way it should be.

Last five decades have seen phenomenal changes in the status and work place diversity of women in India. Empowering women entrepreneurs is essential for achieving the goals of sustainable development. The bottlenecks hindering their growth must be eradicated to entitle full participation in the business. Women entrepreneurs can be guided by women as pioneers and mavericks. They have ventured to build enterprises, to discover their relevance and meaning of life in themselves. But still in relation to the women population the trend has not been spectacular (Rekha Gupta & Kalpana Kumari, 2014).

Entrepreneurship in Karnataka, to motivate them in establishing new enterprises and to upgrade and develop the existing ones (Rathirane & Semasinghe, 2014). In Karnataka the responsibility of women entrepreneurial development has been taken up by the Department of Industries and Commerce which operates through District Industries Center (DIC), Technical Consultancy Service Organisation of Karnataka (TECSOK), Karnataka Small Scale Industries Development Corporation (KSSIDC), Karnataka Industrial Area Development Board (KIADB), Karnataka State Finance Corporation (KSFC), Center for Entrepreneurship Development of Karnataka (CEDOK) and Karnataka State Women Development Corporation (KSWDC). In October 2010, the KSIIDC set-up a new helpline for women entrepreneurs. It offers guidance, facilitates loans and training in different skills under its new scheme called 'Udyogini,' and also motivates women entrepreneurs in establishing new

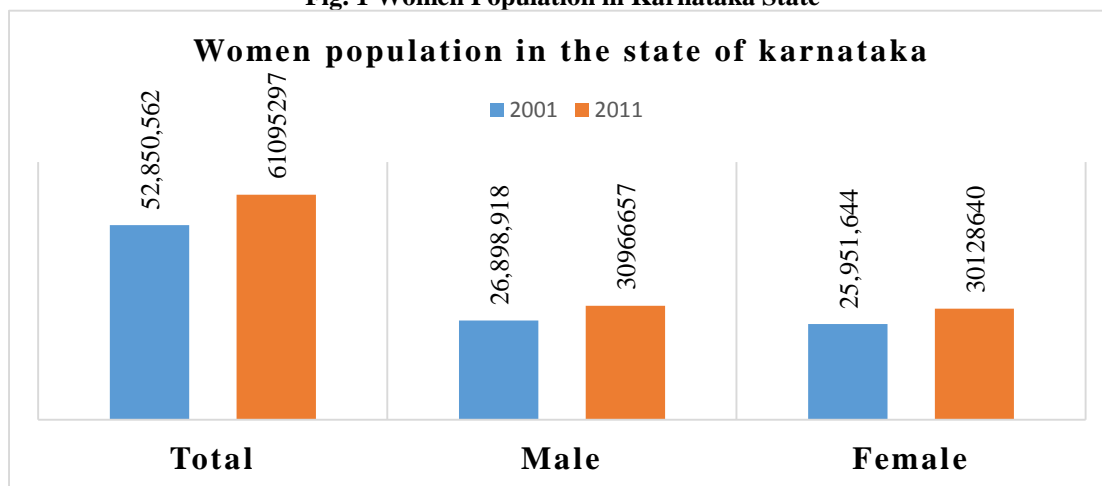
enterprises and to upgrade and develop the existing ones (Uma & Ramesh HN, 2018)

Women in the population of Karnataka

As per details from Census 2011, Karnataka has population of 6.11 Crores, an increase from figure of 5.29 Crore in 2001

census. Total population of Karnataka as per 2011 census is 61,095,297 of which male and female are 30,966,657 and 30,128,640 respectively. In 2001, total population was 52,850,562 in which males were 26,898,918 while females were 25,951,644. The total population growth in this decade was 15.60 percent while in previous decade it was 17.25 percent. The population of Karnataka forms 5.05 percent of India in 2011. In 2001, the figure was 5.14 percent.

Fig. 1 Women Population in Karnataka State



Source: Census of India-Karnataka

The state is home to about 6 crore people, among them about 3 crore (51%) are male and about 3 crore (49%) are female. 76% of the whole population are from general caste, 17% are from schedule caste and 7% are schedule tribes. Child (aged under 6 years) population of Karnataka state is 12%, among them 51% are boys and 49% are girls. There are about 1 crore households in the state and an average 5 persons live in every family. The majority of the population, nearly 61% (about 4 crore) live in Karnataka rural part and 39% (about 2 crore) population live in the Karnataka urban part.

Women Literacy in Karnataka

Literacy is an important development indicator which reflects the status of an economy and society. A state which is successful in endowing its populations with strong literacy skills is considered to be in an advantageous position to meet the complex economic and social challenges operating in a globalized information economy. Therefore for any state, having more literate women will be an added asset for achieving progress in all spheres.

Table 1. Literacy Level of women in the State of Karnataka

Year	Males	Females	Literacy Gains for Men	Literacy Gains for Women
1951	29	9		
1961	36	14	7	5
1971	42	21	6	7
1981	49	28	7	7
1991	67	44	18	16
2001	76	57	9	13
2011	83	68	7	11

Source: Census of India-Karnataka

From the table the literacy rate of women in Karnataka increased from 9 percent in 1951 to 68 percent in 2011 which indicates an increase of 60 percent during the last 60 years. Relatively, women have registered a higher gain of 6 per cent points as compared to men during the period. However, the gains in literacy for women in last six decades do not reveal uniform trends which shown in fig.2. Between the decades

1951-1961 and 1981-1991, women have registered smaller amount gains over the male counterparts. During the decade 1971- 1981, women's literacy gains equaled that of men. Between the decades 1961-1971, 1991-2001 and 2001- 2011, women have recorded higher literacy gains than men. The highest gains of 16% literacy for women have come from the decade 1981-1991.

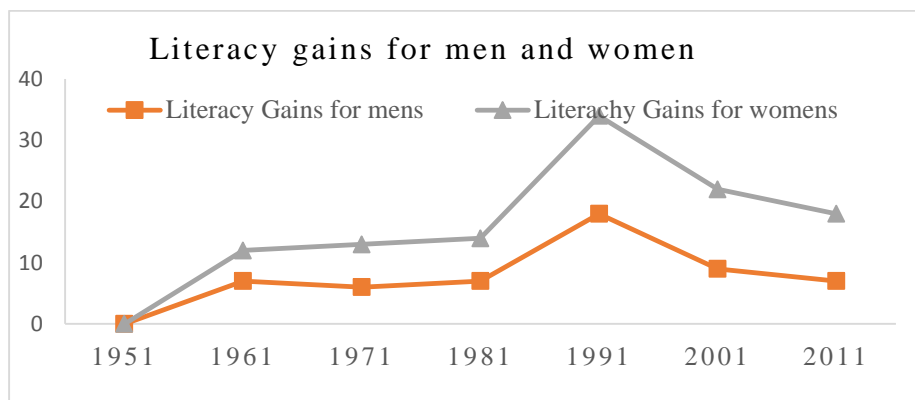


Fig. 2 Women Literacy in Karnataka State

In decade of 1981-91, enormous efforts of Total Literacy Campaigns through the National Literacy Mission of the Indian government, which enhanced literacy levels across several states in the country out of which Karnataka is one among them. The decades from 1991 to 2011, the Government of India launched its national flagship programme for the universalizing of elementary education – the District Primary Education Project (DPEP) in 1994 and the Sarva Shiksha Abhiyan (SSA) in 2000 with the support of the World Bank and other international donor agencies have promoted better literacy gains among women. Equal attainments of literacy among men and women reflect social equality and non-discrimination between men and women.

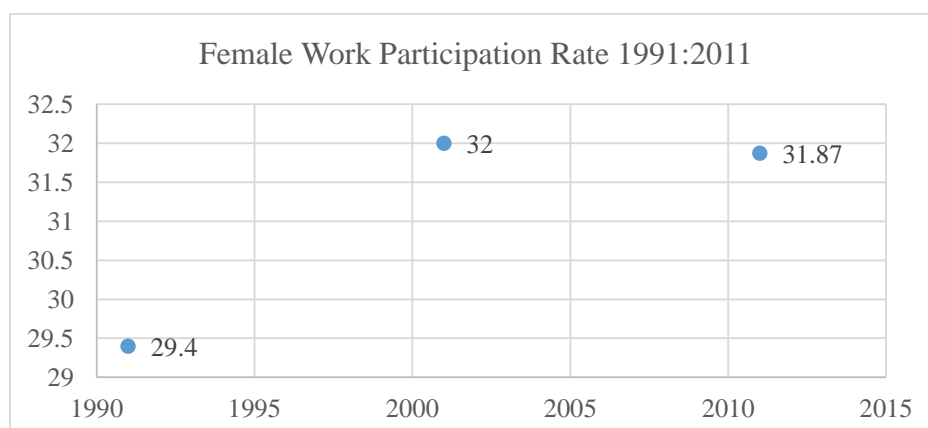
make demands on government for health care, social security and other entitlements (UNDP, 2013). In particular, education empowers women to make choices that improve their children's health, their well-being, and chances of survival (UNESCO, 2014)

Figure 1 is an indication of the improvement in the literacy status of women over last 6 decades. The literacy gain among the women is constantly increased from 1951 to 2011 comparing to men literacy gain. This scenario despite education increases people's self-confidence and also enables them to find better jobs and they can work shoulder to shoulder with men (Marniemi & Parkki, 1975). They engage in public debate and

Women work participation

In the State of Karnataka, 2,78,72,597 persons constituting 45.62 per cent of the total population have enumerated themselves as workers. Among them, 1,82,70,116 are Males and 96,02,481 are Females. In other words, 59.00 per cent of the total Male population and 31.87 per cent of the total Female population are workers. In 2001 Census the Work Participation Rate in the State was 44.53 per cent comprising 56.64 per cent Male workers and 32 per cent Female workers where as 29.4 per cent work participation in 1991 which is denoted in figure 3.

Fig 3. Female Work Participation Rate



From the figure 3 data shows that women employment are increased from 1991 to 2011 which support for achieve empowerment, because women's increasing employment is influenced by their changing demographic profile. This is in terms of better access to health, nutrition, marriage at proper age (not child marriages), small family norm and economic and social empowerment.

Women entrepreneur in Karnataka

Karnataka is home to multiple traditional industries, be it the silk manufacturing sector or the Channapatna toys. It is a State

that can boast of a rich history and culture spread across Hampi and Mysore, Chitradurga and Dharwad, to name a few, and also a strong IT base, with Bengaluru becoming a hub for global IT companies. Over the last few decades it has been buzzing with entrepreneurship and hosts many startups. The ecosystem has witnessed the rise of great businesses led by women. In fact, as far back as 1983, Karnataka had AWAKE (Association of Women Entrepreneurs of Karnataka) run by Kiran Mazumdar Shaw and a few other women. So, here is a list of women entrepreneurs from Karnataka who have raised companies from scratch, achieved tremendous success and have kept the flag of Karnataka flying high in the year 2017.



Fig. 3 Successful women entrepreneur in Karnataka 2017

Government of Karnataka and Women

After the independence many institutions have taken interest in empowering the women by setting up various infrastructure facilities for women to set up their own business units and become economically strong in the economy. These institutions were initially hidden since the women were not given equal opportunities and freedom when compared to men. Various schemes adopted by Government of Karnataka to improve the status of women are: Karnataka Mahila Abhivrudhi Yojana, Bhagyalakshmi Scheme, Taayi Bhagya, Sakshara Bharatha, Santhwana, Karnataka Mahila Abhivrudhi Yojane (KMAY), Working Woman's Hostels, Financial Assistance to Women Law Graduates, Special Cell For Eradication of Social Evils, Implementation of Protection of Women from Domestic Violence Act, 2005, Legal Literacy, Financial Assistance for the Remarriage of Destitute Widows and Marriages of Devadasis, Swadhara scheme for women in difficult circumstances, so on and so forth. Karnataka Industrial policy 2009-2014 has also given importance to the skill development

by emphasizing on the entrepreneurship development among youth especially women.

The minister of state for information technology and tourism, government of Karnataka, gave an undeniable proof why Karnataka has turned out to be the home of entrepreneurs, and why it's the best place for women entrepreneurs at WEF 2017.

Karnataka is probably the only state in the country which gives grants for an idea. Government provide up to 50 lakhs for idea transformation. It is Karnataka's secret to being India's Silicon Valley. Because of its multi-sectorial grant policies, Karnataka has been able to accommodate/house one of the highest number of start-ups in any Indian state. The District Industries Centre (DIC) and the Karnataka Industrial Area Development Board (KIADB) have decided to distribute industrial plots of a quarter or half acre in size to women industrialists at the women's park in Thandya Industrial Area between Mysuru and Nanjangud taluks. Under this scheme each women beneficiary will be allocated a plot depending on the size of the industry she plans to set up.

Infrastructure and Incubation

Commenting on the start-up-sectors, the ministry of state government promising start-ups are coming up in med-tech, agri-tech, fin-tech, and healthcare among others in the recent years. The government has ensured right infrastructure for start-ups at the lowest cost. The state government partnered with Idea spring, NASSCOM and a number other private players in order to provide space and infrastructure for start-ups to work. The cost is as low as \$40-60 per seat per month with all the facilities such as PC, electricity, WiFi etc. Speaking of the incubation facilities, and also the state government has partnered with leading institutions such as IIMB, IISc, and National Centre for Agro Innovation to provide the necessary technology incubation support to the start-ups.

The Karnataka government has launched a Rs 10-crore fund for women entrepreneurs, through which the Department of Information Technology, Biotechnology and Science & Technology can sanction upto Rs 50 lakhs for any woman innovator looking for funds for proof of concept validation, certification, and for other purposes such as to cover costs in manufacturing pilot devices in the year 2017.

CONCLUSION:

Women sector occupies nearly 50% of the Karnataka state population. At this stage, effective steps are needed to provide entrepreneurial awareness, orientation and skill development programs to women. It can be considered that today women are in a better position, where in women participation in the field of entrepreneurship is increasing at a considerable rate. The sex ratio of Karnataka is higher than national average. This article concludes that Karnataka is best state in the world for women Entrepreneurs because the government supports women entrepreneurs through various policies like incubator reservation for women, multi sector start-up policy, grants for an idea, industrial park dedicated for women. Over all women work participation and women employment is concededly increasing in Karnataka which increase their income, self-confidence, rights to participate decision making in family and improve their economic status and wellbeing. Education and Training facilities provided through institutional effort also played a major role in development of women in the state. The situation could be improved further by the Government paying special attention towards specific policy to encourage more and more women to get into entrepreneurship that in the long run promotes economic development of the state.

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