

## **“Women Empowerment through Udyogini Scheme in Karnataka – With Special Reference to Shivamogga District”**

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### **Abstract:**

Women's empowerment is a vital aspect of socio-economic development, particularly in rural India. Entrepreneurship serves as an effective means for women to attain financial independence, social recognition, and decision-making authority. The Udyogini Scheme, initiated by the Government of India, seeks to encourage self-employment among rural women by offering financial support, skill development, and guidance for establishing and expanding small-scale enterprises. This study examines the impact of the Udyogini Scheme in Karnataka, with a specific focus on Shivamogga district, to understand how it promotes women's empowerment and enhances their participation in economic activities.

The study investigates their demographic profile, awareness of the scheme, utilization of loans, business growth, challenges faced, and factors influencing entrepreneurial activities. The findings reveal that the majority of women respondents have successfully utilized the scheme to start or expand businesses, improve income, and gain self-confidence. Financial support, access to training, and family involvement emerged as key factors contributing to their success. However, challenges such as lack of self-confidence, limited marketing knowledge, and infrastructural constraints persist.

The study concludes that the Udyogini Scheme has significantly contributed to the empowerment of rural women in Shivamogga, improving their economic independence, social standing, and overall quality of life. By enhancing awareness, providing skill development opportunities, and implementing supportive policies, the scheme's impact can be further strengthened, enabling women entrepreneurs to overcome challenges and actively contribute to the region's economic growth.

**Keywords:** Women Empowerment, Udyogini Scheme, Rural Entrepreneurship, Shivamogga, Financial Independence, Self-Employment

## **Introduction:**

When rural people were totally dependent on agriculture and this was the only source of the population lives in the villages. Now they are entering into new professions. One of the emerging areas is the rural entrepreneurship especially women entrepreneurship. Entrepreneurship is the process of creating something new with value allocates the necessary time and efforts assuming the risk and reward an individual who organize and manages any business with substantial profit and risk is known as entrepreneur. Women entrepreneurs mean the women or a group of women who initiate, organize and operate a business enterprise. A women entrepreneur is therefore a confident, creative and innovative women desiring economic independence individually and simultaneously creating employment opportunities for other.

Indian women have made themselves free from the control of the male dominated society. Women put their footsteps in the corporate world not only as job seekers but also as job givers. Women have finally plunged into the rural business and have become an entrepreneur; Indian women by becoming entrepreneurs have moved a step ahead from just having a corporate career which gave her financial self- determination and growth to express her abilities. Started in the year 1997-1998 (and amended in the year 2004-2005), Udyogini is an innovative scheme sanctioned by the Government of Karnataka to assist women in gaining self-reliance and economic independence through self-employment, mainly through trade and the service sector. It also provides for a subsidy on loans from the Karnataka State Women's Development Corporations for undertaking business activities/ micro enterprises through banks and other financial institutions. Loans are disbursed through financial institution like commercial banks, district cooperative banks, and Regional Rural Banks (RRBs). In absence of a structured credit system, women would take loans from private borrowers and end up paying a high rate of interest. Hence, there was felt a need to have in place formal channels of credit which are accessible to women. Profitable business activities are approved and supported under this scheme. They may be bookbinding and notebooks manufacturing, chalk and crayon manufacture, jam, jelly, pickles manufacture, papad manufacture, saree, and embroidery work, printing and

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dyeing of clothes, and woolen weaving, amongst others. Udyogini gives adequate opportunities to such to help them be self-employed.

## **Conceptual Framework**

Women's empowerment (or female empowerment) may be defined in several ways, including accepting women's viewpoints, making an effort to seek them and raising the status of women through education, awareness, literacy, and training. Women's empowerment equips and allows women to make life-determining decisions through the different societal problems. They may have the opportunity to re-define gender roles or other such roles, which allow them more freedom to pursue desired goals. Women's empowerment has become a significant topic of discussion in development and economics. Economic empowerment allows women to control and benefit from resources, assets, and income. It also aids the ability to manage risk and improve women's well-being. It can result in approaches to support trivialized genders in a particular political or social context. While often interchangeably used, the more comprehensive concept of gender empowerment concerns people of any gender, stressing the distinction between biological and gender as a role. Women empowerment helps boost women's status through literacy, education, training and awareness creation. Furthermore, women's empowerment refers to women's ability to make strategic life choices that were previously denied them. Nations, businesses, communities and groups may benefit from implementing programs and policies that adopt the notion of female empowerment. Women's empowerment enhances the quality and the quantity of human resources available for development.

In a society that has been striving for egalitarian status, empowerment of women should be among the top priorities. Considering the major number of women, 40% of the entire women population in the country below poverty line, Udyogini is a truly innovative scheme, sanctioned by the Government of Karnataka in year 1997-98 established under the Karnataka state women's development corporation, otherwise known as KSWDC, a huge step was taken in this direction. Udyogini means an employee. In India, Udyogini concept is synonymous with tiny women entrepreneurs. Udyogini scheme is aimed at empowering women. Udyogini assists women in gaining self - reliance through self - employment, especially in the trade and service sector. Udyogini empower women by providing loans through banks and other financial; it also provides a subsidy from the corporation for understanding business activities or micro enterprises. Loans are arranged through financial institutions like commercial banks, district

cooperative banks and RRBs. The scheme has gone a long way in preventing women entrepreneurs from private borrowing at higher rates of interest.

#### Evaluation of the Udyogini Scheme in India

In the beginning, the Udyogini Scheme was implemented by various NGOs to provide customized business development support to women from economically weaker sections. The aim was to help them increase their income by giving access to better training, education, job opportunities, and healthcare services. The concept of Udyogini started in India in 1992 with the creation of the Udyogini Organization (UO). The UO is registered under the Indian Societies Registration Act, 1860, as well as the Foreign Contribution Regulation Act. It works mainly with poor and illiterate women, helping them improve their production skills and understand the markets they engage in, ensuring their long-term social and economic empowerment.

The UO expanded into the micro-enterprise sector through the Women's Enterprise Management Training Outreach Program, funded by the World Bank Institute. With this support, UO developed the idea and training manual for grassroots management training, which has now become a central part of its work across India.

The Udyogini model of women's entrepreneurship is not limited to India alone. Similar business activities and support programs have emerged in countries like Peru, other Andean and African nations, and Romania.

**Udyogini Scheme in Karnataka:** The Government of Karnataka launched the Udyogini Scheme in 1997 to support women from economically weaker sections. The scheme helps poor women, including those from SC/ST communities, minorities, widows, physically challenged women, and women in distress. In many states like Jharkhand, Bihar, Rajasthan, Uttarakhand, Madhya Pradesh, Odisha, Assam, and Meghalaya, the scheme is run by NGOs. But in Karnataka, it is implemented directly by the government through the Karnataka State Women Development Corporation (KSWDC).

This research study focuses on the Udyogini Scheme as implemented in Karnataka. The scheme helps poor women earn income through small jobs and business activities. In this context, "Udyogini" refers to women who start small businesses to support themselves and their families. The main goal of the scheme is to empower poor women by helping them create and manage small enterprises. The government provides training and business development support

so that women can start and run their own businesses successfully. Once their businesses grow, these women can generate income, create jobs, and contribute to the economic development of both rural and urban areas. Even though women empowerment is supported by the Government of India, state governments, and many national and international organizations, understanding what real empowerment means and how to achieve it still needs careful study.

Therefore, this research examines the Udyogini Scheme as one of Karnataka's women-empowerment programs. The Government of Karnataka has introduced several schemes to help poor women, such as Stree Shakthi, Santwana, Karnataka Mahila Yojana, Gender Budgeting, Protection from Domestic Violence Act support, Special Gram Sabhas, Sakhi, Sthairya, Working Women Hostels, and more. Among these, this study focuses mainly on the Udyogini Scheme.

### **Features of the Udyogini Scheme:**

The scheme has gone a long way in preventing women entrepreneurs from private borrowing at higher rates of interest. Features of the Udyogini Scheme Udyogini aims to ensure that there is no financial difficulty faced by women who wish to develop an independent lifestyle. This is especially applicable to women who belong to the lower classes of society. Following are some of the features which make this scheme unique:

- Loans up to ₹3 lakh: Eligible women can get interest-free loans up to ₹3 lakh to start or grow their small businesses.
- Interest-free loans for special categories: Women from poorer sections, widows, and women with disabilities can receive loans without paying any interest.
- 30% loan subsidy: The scheme provides up to 30% subsidy, making loan repayment easier and more affordable.
- Covers 88 small industries: Women can start businesses in 88 approved small-scale industries under this scheme.
- Skill development training: The scheme offers training in business planning, pricing, costing, and financial management to help women run their businesses successfully.
- Easy application process: The scheme has a simple and transparent application and evaluation process, making it easy for women to understand and apply.

## Objectives of the Udyogini Scheme

- **Financial Independence:** To assist women from economically weaker sections in gaining self-reliance through self-employment.
- **Access to Formal Credit:** To provide an alternative to high-interest loans from private money lenders by facilitating access to formal banking channels.
- **Skill Development:** To impart essential entrepreneurial skills, such as business planning, pricing, and costing, through mandatory Entrepreneurship Development Program (EDP) training.
- **Economic Growth:** To support the creation of micro-enterprises across various industries, contributing to local and state economic development.

## Key Features and Benefits

- **Loan Amount and Subsidy:** The scheme offers loans up to a maximum of ₹3 lakh.
- **SC/ST Women:** Receive a 50% subsidy on the loan amount.
- **General/Special Category Women:** Receive a 30% subsidy.
- **Widowed/Disabled Women:** Are eligible for interest-free loans.
- **Collateral-Free Loans:** No collateral security is required for the loans, making them accessible to women who lack asset ownership.
- **Wide Range of Businesses:** The scheme covers 88 eligible business activities, including tailoring, dairy farming, grocery stores, beauty parlors, and handicrafts.

## Types of Women Entrepreneurs:

1. **Affluent Entrepreneurs:** Affluent women entrepreneurs come from financially well-established business families. They are often daughters, daughters-in-law, sisters, sisters-in-law, or wives of wealthy individuals in society. Many of them engage in businesses such as salons, interior design, book publishing, film distribution, and similar fields. Their entrepreneurial activities are usually well supported by their families, helping them manage and grow their businesses effectively.

## 2. Self-Employed Entrepreneurs

- Poor women in towns and villages often depend on their own efforts to earn a living.
- They start very small businesses like making candles, making brushes, providing tea and coffee to offices, ironing clothes, tailoring, and similar activities.
- These women are known as self-employed entrepreneurs.
- Most of them live in rural areas and choose businesses that match their basic skills.
- These businesses require very little training, low investment, and involve low risk.

## 3. Rural Entrepreneurs

- These women entrepreneurs usually live below the poverty line in villages or rural areas.
- They choose small, simple businesses that they can manage easily and that help support their family's basic needs.
- Common rural businesses include making dairy products, pickles, fruit juices, papad, and jaggery.
- These activities require minimal skills and carry low risk, making them suitable for rural women.

### Banks or Institutions Offering the Udyogini Scheme

- The Udyogini Scheme was launched by the Karnataka State Women's Development Corporation (KSWDC).
- Many banks such as Saraswat Bank, Punjab and Sind Bank, Regional Rural Banks, Cooperative Banks, and several other public and private banks provide loans under this scheme.
- The main goal of the scheme is to support women entrepreneurs, especially in backward and rural areas.
- The Government of India introduced this scheme to help poor and uneducated women become financially independent.
- The scheme provides financial support and skill training so women can start small businesses and improve their lives.

## **Udyogini Scheme by Karnataka State Women's Development Corporation (KSWDC)**

- The scheme encourages women to take loans from banks or financial institutions to start income-generating activities listed by KSWDC. KSWDC also provides grants to support these activities.
- For women from Scheduled Castes (SC) and Scheduled Tribes (ST), the unit cost ranges from ₹1 lakh to ₹3 lakhs. They receive a 50% subsidy on the loan amount. Their family income must be below ₹2 lakhs.
- For special category women (such as widows) and general category women, the maximum unit cost is ₹1 lakh.
  - Special category women get a 30% subsidy or up to ₹10,000.
  - General category women get a 20% subsidy or up to ₹7,500.
- Eligibility: General category women must have a family income of less than ₹40,000 per year.
- The age limit for applicants is 18 to 55 years.
- There is no income limit for women in the special category.
- After the loan is sanctioned, women must attend a 3-day Entrepreneurship Development Program (EDP) training before the loan is released.
- The main aim of this scheme is to stop women from borrowing money from private lenders who charge very high interest rates.

## **Women Empowerment Schemes for Entrepreneurs**

1. Mudra Loan for Women: Offers collateral-free loans to start or expand small businesses.
  - *Shishu*: Up to ₹50,000 for startups.
  - *Kishor*: ₹50,000–₹5 lakh for growing businesses.
  - *Tarun*: Up to ₹10 lakh for well-established businesses.
2. Annapurna Scheme: Loans up to ₹50,000 for women in food catering businesses.  
Repayment in 36 monthly installments with the first month EMI-free.

3. Stree Shakti Yojana: Provides interest concessions on loans above ₹2 lakh for women with majority ownership and EDP training.
4. Dena Shakti Scheme: Loans up to ₹20 lakh for agriculture, manufacturing, retail, or small businesses with interest concessions. Microloans up to ₹50,000 are also available.
5. Bhartiya Mahila Bank Loans: Offers loans up to ₹20 crore for working capital, business expansion, or startups. Plans include:
  - *Shringaar*: For daily business expenses.
  - *Parvarish*: For day-care or creche setup.
  - *Annapurna*: For food entrepreneurs, collateral-free.
6. Mahila Udyam Nidhi Yojana: Loans up to ₹10 lakh for new small-scale ventures with repayment over 10 years.
7. Orient Mahila Vikas Yojana: Loans ₹10–25 lakh for women owning 51% of the business. Collateral and interest concessions up to 2% apply.
8. Cent Kalyani Scheme: For micro/small enterprises like farming, cottage industries, or retail. Collateral-free loans with repayment up to 7 years.
9. Udyogini Scheme: Supports poor and rural women by providing financial aid to start businesses, including illiterate women.
10. Pradhan Mantri Rozgar Yojana (PMRY): Provides loans up to ₹1 lakh for educated youth to start small businesses. Repayment in 3–7 years, no collateral required.
11. Syndicate Mahila Shakti Scheme: Loans up to ₹5 crore for small businesses or self-employment. Concessional interest rates with no collateral for loans up to ₹10 lakh; small processing fee and interest concessions for higher amounts.

## Challenges for Women Entrepreneurs

1. Women often have heavy household duties, care for children, and look after family members, leaving less time and energy for business.
2. Many rural women are illiterate or have limited education, which affects their knowledge of technology, marketing, and government support.

3. Poor roads and transportation make it hard for rural women to get raw materials consistently and affordably.
4. Society often expects women to focus only on household work. Male dominance in business can hinder women from entering or growing in entrepreneurship.
5. Women face challenges in raising capital. Banks and financial institutions may hesitate to lend due to perceived low creditworthiness and higher risk of failure.
6. Women entrepreneurs often lack access to advanced technology, making it hard to compete with well-established businesses.
7. Inefficient management and slow adoption of new technology lead to higher production costs.
8. Women may struggle with taking business risks due to limited education, training, and financial support.
9. Traditional values and safety concerns restrict women from traveling alone for business purposes, affecting their work.
10. Cultural traditions, caste, and religion sometimes prevent women from running or expanding their businesses freely.
11. Some women lack the mindset and skills needed to handle risks and challenges of business.
12. Women may have difficulty with planning, organizing, staffing, and managing a business due to limited education and experience.
13. Dealing with licenses, permits, electricity, water, and other government requirements can be difficult and time-consuming.
14. Women often rely on middlemen for marketing and distribution, who may exploit them by taking extra profits.
15. Balancing family and business responsibilities can lower confidence and motivation, making it harder to succeed.

## Research Design

### Literature Review

- **S.M. Arshiya et al. (2010)** wrote an article titled "*Women Entrepreneurship Development through Udyogini Scheme.*" The article focuses on how the Udyogini scheme supports women's entrepreneurship. Many rural women who received benefits from the scheme have seen some economic improvement in their lives. However, a large number of rural women have not been able to fully use the opportunities provided by the scheme. About 55.83% of the beneficiaries were able to open enterprises on time and access credit conveniently through the scheme.
- **V. Sushma and K.E. Lalitha (2016)** wrote an article in the *Indian Journal of Economics and Development*. The study examines the impact of the Udyogini Scheme on employment for rural women beneficiaries. The scheme has helped improve the family income of rural poor and supports the use of local resources to meet local needs. The results show that the Udyogini Scheme has created employment opportunities for women by helping them start micro-enterprises. Extension programs and mass media have also encouraged local people to start small businesses and seek employment.
- **N. Vanitha and Shaileshwari V.T. (2022)** published a paper in the *Asian Journal of Multidimensional Research*. This paper focuses on how entrepreneurship creates job opportunities in rural areas. It helps people become self-employed and improves the economic situation in rural communities. Both in rural and urban areas, women are now motivated to start their own businesses. This leads to a better standard of living. The study shows that entrepreneurship, driven by passion and effort, gives good results. It also encourages local business activities and supports the economic empowerment of women.
- **C. Sankar and Miss P. Themozi (2022)** wrote an article titled "*Challenges and Prospects of Women Entrepreneurs in India.*" They discussed that only a small percentage of women in India are involved in entrepreneurship. The study focuses on the challenges faced by Indian women entrepreneurs. Many women still struggle because of obstacles in government support and other issues. The authors suggest that the government should provide more development schemes, policies, and opportunities. These changes would help women realize their potential and succeed in business.

- **Mr. CH Subba Rao (2021)** wrote a study titled “*Policies and Schemes for Women Entrepreneurs in India.*” He explained that women entrepreneurs in India set an example for others by showing how innovation and success can be achieved despite challenges. Indian women have worked hard to reach leadership positions and contribute to global business. Their work has helped the economic development of the country, especially through MSMEs. The government has introduced schemes to support women in becoming entrepreneurs. Women entrepreneurs create jobs for themselves and also help society by providing solutions for management and business problems.
- **Pradeep Kumar Panda (2021)** wrote a study titled “*A Study on Social Change of Tribal Women in Nabarangpur District of Odisha.*” The study explains that tribal women often have limited access to knowledge, markets, and resources. This affects the overall development of their communities. Community institutions aim to promote social and economic empowerment and environmentally sustainable growth. By building women’s knowledge and skills, they can improve agriculture and livelihood activities. These efforts help women gain technical, social, and economic inclusion. Women are also given opportunities to participate in decision-making and take on leadership roles.
- **P.O. Prabhavati (2021)** wrote a study titled “*A Study on the Impact of Udyogini Scheme on Economic Empowerment of Women: An Empirical Study in Chitradurga District.*” The study explains that many rural women, including Udyogini scheme beneficiaries, are unaware of the opportunities available to them. These women often face problems such as lack of education, training, and motivation. As a result, many beneficiaries have seen only limited economic improvement in their lives. There are also many rural women who have not been able to take advantage of the opportunities provided by the scheme.
- **G. Venkata Salem and G. Vijayakumar (2021)** wrote a study titled “*Study on Women Entrepreneurship Schemes: Special Reference to Dharmapuri District.*” The study explains that Indian women entrepreneurs play an important role in business because of their skills, expertise, and adaptability. Many women start small and medium businesses, and some prefer to work from home due to difficulty finding suitable jobs and to gain social recognition. The study also looks at women entrepreneurs’ awareness of government schemes in Dharmapuri district.

- **Nisha et al. (2020)** wrote a study titled “*Problems Encountered by Rural Women Entrepreneurs of Ahmedabad District.*” The study explains that in developing countries, small and micro enterprises are given priority to promote regional development and generate employment in rural and semi-urban areas. Rural women entrepreneurs face many challenges in starting and running their businesses. Establishing more rural women-led enterprises could reduce poverty and increase productivity. These entrepreneurs expect more financial support and subsidies to start new ventures.
- **Sakshi et al. (2019)** wrote a study titled “*Women Entrepreneurship and Women Empowerment in India: A Case Study of Jwala Mahila Samit.*” The study explains that India’s business and management sectors have grown significantly in recent years. This growth is partly due to the contributions of women, which have helped society change positively. Women are now given more opportunities to participate actively and stand equally with men in many areas. This has led to the growth of women’s entrepreneurship and empowerment.
- **V. Rajalakshmi and A. Nandini (2019)** wrote a study titled “*Government Schemes and Benefits for Women Entrepreneurs.*” The study explains that women entrepreneurs are increasing in almost all countries and are an important source of economic growth. Social, religious, and cultural factors influence the emergence of women entrepreneurs. The Government of India defines women entrepreneurs based on their participation in business equity and employment. The government has introduced many special schemes to support women entrepreneurs and start-ups. These schemes help build confidence and encourage women to start and grow their businesses.
- **Kashika Malhotra (2019)** wrote an article titled “*Impact of Social Entrepreneurship on Women’s Employment in India.*” The article explains that social entrepreneurship is growing rapidly in India. Many women are starting social enterprises despite facing several challenges. The study aims to identify the benefits of promoting women’s entrepreneurship and to evaluate the schemes that support social innovation in India.

The reviewed studies highlight the growing role of women entrepreneurs in India and their contribution to economic growth, employment generation, and social empowerment. Schemes like Udyogini and other government programs have helped many rural women improve their income, start micro-enterprises, and gain skills, though several beneficiaries still face challenges

such as lack of education, training, and awareness of opportunities. Women entrepreneurs are motivated by the desire for self-employment, social recognition, and leadership, and they often work in small and medium businesses or home-based ventures. Studies also show that supporting women through policies, subsidies, and skill-building programs can enhance their participation, promote social and economic inclusion, and encourage sustainable local development. Overall, entrepreneurship is recognized as a key tool for empowering women and improving the standard of living in both rural and urban areas.

**Research Gap:** From the literature survey, it is observed that most studies on the Udyogini Scheme in India focus on its overall impact, structure, and benefits to women entrepreneurs. However, there is a lack of research specifically examining the initiatives and outcomes of the scheme in Shivamogga district. Therefore, the present study aims to fill this gap by focusing on the development of rural women entrepreneurship through the Udyogini Scheme, with special reference to Shivamogga district.

**Problem Statement:** Women entrepreneurship in India has gained significant attention due to its potential to generate employment, improve family income, and contribute to economic growth. Various government schemes, such as the Udyogini program, have been introduced to support women in starting and managing micro and small enterprises. While these initiatives have benefited many women by enhancing their skills, income, and social recognition, a large number of rural and tribal women are still unable to fully utilize these opportunities due to challenges such as lack of education, limited awareness, insufficient training, inadequate financial support, and socio-cultural barriers. Additionally, women entrepreneurs face difficulties in accessing markets, credit, and resources, which limits their business growth and overall empowerment. Therefore, there is a need to study the factors affecting women's participation in entrepreneurship, the effectiveness of existing schemes, and the challenges that hinder rural and urban women from achieving economic and social empowerment through entrepreneurship.

**Purpose of the Study:** The purpose of this study is to examine the role of women entrepreneurship in promoting economic and social empowerment in India, with a special focus on rural and tribal women. The study aims to assess the effectiveness of government schemes, such as the Udyogini program, in supporting women entrepreneurs. It also seeks to identify the challenges faced by women in starting and managing businesses, including lack of education, training, awareness, financial support, and socio-cultural barriers. Furthermore, the study intends

to explore how entrepreneurship can improve income, employment opportunities, and overall standard of living for women, while providing insights for policy interventions to enhance women's participation and success in business.

**Need for the Study:** Women entrepreneurship has emerged as a key driver of economic growth, employment generation, and social empowerment in India. Despite various government schemes and initiatives, many rural and tribal women still face significant challenges, such as lack of awareness, education, training, financial support, and socio-cultural barriers, which prevent them from fully utilizing available opportunities. Understanding these challenges and evaluating the effectiveness of existing schemes is essential to help women overcome obstacles, enhance their entrepreneurial skills, and achieve economic and social empowerment. This study is needed to provide insights for policymakers, organizations, and communities to design better support systems that encourage women's participation in entrepreneurship and promote sustainable development in rural and urban areas.

**Scope of the Study:** The present study focuses on women empowerment through the Udyogini Scheme in Karnataka, with special reference to Shivamogga district. It examines the role of the scheme in supporting women entrepreneurs who operate businesses in the district. The study is limited to primary data collected from women beneficiaries of the Udyogini Scheme in Shivamogga. It aims to analyze the scheme's effectiveness in enhancing women's economic status, employment generation, and entrepreneurial skills. The study also highlights the challenges faced by women entrepreneurs and the opportunities provided by the scheme to improve their business performance and social empowerment.

## **Objectives of the Study:**

The objectives of the study are the following: -

- To examine the awareness about the Udyogini scheme.
- To analyze the current status and progress of Udyogini scheme.
- To study financial support given by Udyogini scheme.
- To find the impact of Udyogini scheme and to offer suggestion based on focus the finding of the study.

## **Research Methodology:**

Descriptive Research Design is adopted for this study. Descriptive research in survey, facts findings and enquiries of different kinds.

## **Sources of data:**

**Primary source:** For the purpose of study is collected by giving questionnaires to women entrepreneurs in Shivamogga district.

**Secondary sources:** Secondary data required for the study is collected through text books, journals, magazines, research papers and various websites.

## **Statistical tools and techniques:**

The data collected from Primary and Secondary sources are suitably classified and analyzed by using percentage, tables and chart.

## **Samples size:**

For the study purpose 100 respondents have been selected from different areas of Shivamogga district. Sampling Area- The study conducted in Shivamogga District and it also cover areas which involved in Shivamogga district.

## **Sampling technique:**

Simple Random sampling. Because a Simple Random Sample is a subset of a statistical population in which each member of the subset has an equal probability of being chosen.

## **Scope of the study:**

The present study is about “A study on rural women entrepreneurship development through Central government scheme reference to Udyogini scheme”. The women entrepreneurs who are in Shivamogga district to get the primary source the respondents who are operating business in Shivamogga district. Thus, the present study on the Udyogini scheme.

## **Limitation of the Study:**

1. The study is restricted to Shivamogga district.
2. Sample size limited to 100 respondents.
3. Due to limit, it is not possible to go for detail study.

4. Limited sources available on this study.

### **Karnataka State Women's Development Corporation**

Established in 1987 under the Companies Act, 1956. Functions as a subsidiary under the Department of Women and Child Development and Empowerment of Differently abled and Senior Citizens. Provides support to poor girl children, HIV-affected women, differently abled persons, widows, and economically weaker women.

### **Evaluation of Udyogini Scheme from 2020-21 to 2024-25**

**Udyogini Scheme:** 84,000 applications received, but many pending; only 1,462 beneficiaries targeted against an allocation of Rs.15 crores. Current target considered too low; Chairman suggested 8,000–10,000 beneficiaries as a realistic goal.

- Women's Training Programme has not been allocated funds
- Rs 10 crores sought for skill development and livelihood opportunities.
- Indira Scheme: Not being implemented properly requires review.

### **Financial Status, Rs in lakhs**

Financial status	2020-21	2021-22	2022-23	2023-24	2024-25
<b>Budget Allocation</b>	21348.01	16187.81	8569.99	8584.24	9505.05
<b>Budget Release</b>	21348.00	16187.81	8178.96	8584.24	9580.29
<b>Expenditure</b>	18321.30	14511.01	8153.00	8584.24	9580.29
<b>Profit/Loss</b>	Nil				

Under the Udyogini Scheme, 39,094 women registered; however, funds allocated are reported to be insufficient. Sanctioned posts- 75, Filled-39. Outsourced-8 sanctioned, non-sanctioned-outsourced-1. Budget allocation declined from Rs 21,348 lakhs (2020–21) to Rs 9,505 lakhs (2024–25), but overall allocations have been reduced. Grants reduced drastically from Rs.232 crores earlier to Rs 43 crores at present.

<b>List of activities supported under Udyogini Scheme</b>	
1. Book binding and note books manufacturing	2. Soap oil, Soap powder & Detergent cake manufacture
3. Old paper marts	4. Fax paper manufacture
5. Chalk crayon manufacture	6. Cotton thread manufacture
7. Papad manufacture	8. Nylon button manufacture
9. Jam, Jelly & Pickles manufacture	10. Vermicelli manufacture
11. Sari & Embroidery works	12. Corrugated box manufacture
13. Woolen weaving	14. Match box manufacture
15. Printing & Dyeing of clothes	16. Jute carpet manufacture
17. Bed sheet & towel manufacture	18. Pottery
19. Silk weaving	20. Agarbathi manufacture
21. Ribbon making	22. Quilt & Bed manufacture
23. Bakeries	24. Travel agency
25. Dry fish trade	26. Security service
27. Dairy & Poultry related trade	28. Audio & Video cassette parlor
29. Footwear manufacture	30. Radio & TV servicing stations
31. Silk worm rearing	32. Library
33. Wet grinding	34. Real estate agency
35. Vegetable & Fruit vending	36. Photo Studio Appendices Karnataka Evaluation Authority
37. Shops & Establishments	38. Diagnostic lab
39. Canteen & catering	40. Stationery Shop
41. Dry cleaning	42. Beauty parlor
43. Cut piece cloth trade	44. Bangles
45. Newspaper, weekly & monthly magazine vending	46. Gift Articles
47. Crèche	48. Fish Stalls
49. Tailoring	50. Flower Shops
51. Readymade garments trade	52. Chappal Manufacture
53. Mat weaving	54. Mutton Stalls

55. Leaf cups manufacture	56. Coffee & Tea Powder
57. Shikakai powder manufacture	58. Pan & Cigarette Shop
59. Flour mills	60. Tea Stall
61. Woolen garments manufacture	62. Edible Oil Shop
63. Tutorials	64. Fair-price Shop
65. Cane & Bamboo articles manufacture	66. Fuel Wood
67. Job typing & photocopying service	68. Silk Thread Manufacturing
69. STD booths	70. Typing Institute
71. Handicrafts manufacture	72. Milk Booth
73. Bottle cap manufacture	74. Pan Leaf or Chewing Leaf Shop
75. Plastic articles trade	76. Cleaning Powder
77. Ink manufacture	78. Condiments
79. Phenyl & Naphthalene ball manufacture	80. Energy Food
81. Ragi Powder Shop	82. Tender Coconut
83. Eat-outs	84. House hold articles retail
85. Banana Tender Leaf	86. Ice Cream Parlor
87. Sweetshop	88. Clinic
89. Gym Cent	

## Discussions

The findings indicate that the Udyogini Scheme has contributed significantly to women's entrepreneurship and empowerment in Shivamogga district, particularly in terms of business ownership, income generation, and decision-making ability. However, despite high awareness, actual utilization of many government schemes remains low, suggesting gaps in accessibility, training, and support. Service-based businesses dominate among women entrepreneurs, which indicate a potential area for further skill development in services, digital marketing, and customer engagement. The study also confirms that empowerment is multidimensional, combining economic independence with decision-making, freedom of choice, and active social participation.

The analysis indicates that the Udyogini Scheme significantly contributes to women's economic empowerment in Shivamogga district. The majority of women are engaged in service-oriented businesses and are gaining autonomy in financial decision-making. Self-confidence and marketing skills are crucial factors for entrepreneurial success. The scheme's loan facility is widely availed and utilized in ways that strengthen business operations, indicating its effectiveness in promoting sustainable entrepreneurship.

Women entrepreneurs are primarily motivated by financial independence, career growth, and the opportunity to leverage past experience. Their positive perception of the scheme highlights its relevance and effectiveness in promoting women-led enterprises. However, challenges such as lack of confidence, inadequate training, and marketing difficulties suggest areas for further intervention through skill development programs, mentorship, and infrastructural support.

## Results

The Udyogini Scheme plays a pivotal role in supporting women entrepreneurs by providing financial assistance, enhancing decision-making capabilities, and enabling business growth. However, a small portion of women still rely on family guidance for financial decisions, suggesting the need for additional training and mentorship programs to build complete financial independence and leadership among women entrepreneurs.

Overall, the Udyogini Scheme has positively impacted women's entrepreneurial development in Shivamogga, but there is scope for improving scheme awareness, usage, and training programs to maximize economic and social empowerment.

The results show that the Udyogini Scheme significantly empowers rural women entrepreneurs by providing financial assistance, infrastructure support, and training opportunities. Women face multiple barriers, including social, financial, and operational challenges, but the scheme mitigates these constraints by providing accessible loans, flexible utilization options, and government incentives.

## Conclusion

Women entrepreneurs play a vital role in driving economic growth and development in India. The study reveals that participation of women in entrepreneurship is steadily increasing, reflecting their growing contribution to the economy. With women constituting nearly 45% of

the Indian population, their active involvement in business is crucial for both social and economic empowerment.

The Udyogini Scheme has emerged as an effective tool in supporting rural women entrepreneurs by providing financial assistance, easy access to loans, and encouragement to start or expand businesses. The scheme not only helps women generate income but also enhances their confidence, decision-making abilities, and leadership skills. Majority of respondents reported improvements in their business position, income, and overall standard of living after availing the scheme.

The research highlights that women entrepreneurs face several challenges, including lack of self-confidence, limited family support, financial constraints, inadequate training, marketing difficulties, and infrastructural issues. Despite these challenges, the Udyogini Scheme has significantly reduced financial vulnerability and facilitated women's economic participation, enabling them to improve their family's quality of life and achieve greater social and economic independence.

Overall, the study concludes that the Udyogini Scheme has had a meaningful impact in empowering rural women by providing financial support, skill development opportunities, and encouragement to pursue entrepreneurial activities. By continuing to strengthen awareness, training, and supportive policies, the scheme can further enhance the economic and social status of women entrepreneurs, enabling them to overcome challenges and contribute effectively to sustainable rural development.

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