

Role Of Women Entrepreneurship In Promoting Women Empowerment Through Home-Made Products In Karnataka

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ABSTRACT:

This study focuses into the imperative role of women entrepreneurship in fostering women's empowerment through the creation and promotion of home-made products in the state of Karnataka, India. As societal norms evolve and economic landscapes transform, the contribution of women entrepreneurs in driving sustainable change gains prominence. The research focuses on understanding the dynamics of women-led enterprises in the region, particularly those engaged in crafting home-made products, and examines the impact of these ventures on women's empowerment.

The study employs a multidimensional approach, encompassing economic, social, and cultural aspects, to analyze the empowerment narrative associated with women entrepreneurs in Karnataka. Through a combination of qualitative and quantitative methods, the research investigates the challenges and opportunities faced by women venturing into entrepreneurship, with a specific focus on the home-made products sector. By shedding light on the entrepreneurial ecosystem in Karnataka, the study explores the support structures, policy frameworks, and market dynamics that either facilitate or hinder women entrepreneurs.

A significant portion of the research is dedicated to examining the socioeconomic impact of women-led enterprises, emphasizing the role of home-made products as a channel for economic independence. The study also unravels the intricate relationship between women's entrepreneurship and gender equality, showcasing how these initiatives contribute to dismantling traditional gender roles and fostering a more inclusive society.

The research identifies key success factors and best practices employed by women entrepreneurs in Karnataka, offering valuable insights for policymakers, NGOs, and aspiring women entrepreneurs. By showcasing real-life stories and case studies, the study not only presents a comprehensive analysis of the current scenario but also provides a roadmap for fostering an environment conducive to the sustained growth of women entrepreneurship in the state.

This research illuminates the transformative potential of women entrepreneurship, specifically within the domain of home-made products, in catalyzing women's empowerment in Karnataka. The findings contribute to the ongoing discourse on gender equality, entrepreneurship, and sustainable development, providing a nuanced understanding of the intricate web connecting women entrepreneurs, their products, and societal empowerment.

Keywords: *Women Entrepreneurship, Women's Empowerment, Home-made Products, Karnataka, Economic Emp¹owerment, Entrepreneurial Ecosystem, Craftsmanship, Sustainable Development.*

1. INTRODUCTION

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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.

The significance of women's entrepreneurship in Karnataka cannot be understated. According to the Global Entrepreneurship Monitor (GEM), women's entrepreneurship in India has witnessed a notable rise in recent years, showcasing the dynamism and resilience of women in the face of socio-economic challenges (GEM, 2022). Karnataka, with its rich cultural heritage and economic diversity, provides a fertile ground for the flourishing of women-led enterprises, especially those centered around home-made products.

Home-made products, encompassing a wide array of goods from handcrafted textiles to artisanal food items, serve as a unique avenue for women entrepreneurs to showcase their skills and creativity. These ventures not only contribute to the preservation of traditional crafts but also enable economic self-sufficiency among women. As women engage in entrepreneurial activities, they gain financial independence, a crucial element in challenging societal norms and stereotypes that have perpetuated gender disparities.

The role of women's entrepreneurship goes beyond economic empowerment; it becomes a catalyst for social change. By actively participating in business ventures, women break through the glass ceiling, challenging stereotypes and inspiring others in their communities. The transformative impact of women's entrepreneurship on societal perceptions is encapsulated in the words of entrepreneur and author Sheryl Sandberg, who noted, "We need women at all levels, including the top, to change the dynamic, reshape the conversation, to make sure women's voices are heard and heeded, not overlooked and ignored" (Sandberg, 2013).

This paper explores the multidimensions of women's entrepreneurship in Karnataka, focusing on the promotion of women's empowerment through home-made products. Through a comprehensive analysis, we aim to unravel the intricate interplay between entrepreneurship, empowerment, and socio-cultural dynamics, shedding light on the transformative journey undertaken by women entrepreneurs in Karnataka. As we delve into the narratives of these women, their challenges, triumphs, and the broader impact of their endeavors, we gain valuable insights into the evolving landscape of women's empowerment in the context of entrepreneurship in Karnataka.

1.1 Research Objectives

1. To Examine the impact of women entrepreneurship on promoting women's empowerment in Karnataka, with a specific focus on home-made products.
2. To Investigate the key factors influencing women entrepreneurs in the creation and promotion of home-made products in the region.
3. To Assess the socio-economic contributions of women entrepreneurship in Karnataka, particularly in the context of fostering women's empowerment through the production of home-made goods.
4. To Explore the role of education and skill development programs in enhancing the entrepreneurial capabilities of women involved in the home-made products sector in Karnataka.

1.2 Research Questions

1. What is the impact of women entrepreneurship on women's empowerment in Karnataka, specifically concerning the production and promotion of home-made products?
2. What are the key factors that influence women entrepreneurs engaged in the creation and promotion of home-made products in Karnataka?

3. How do women entrepreneurs contribute socio-economically in Karnataka, particularly in fostering women's empowerment through the production of home-made goods?
4. What is the role of education and skill development programs in enhancing the entrepreneurial capabilities of women in the home-made products sector in Karnataka?

1.3 Statement of Problem

The study aims to investigate the significance of women entrepreneurship in fostering women's empowerment, with a specific focus on the production and promotion of home-made products in the state of Karnataka. Despite the growing recognition of the role of women in entrepreneurship, there remains a gap in understanding how their involvement in home-based businesses contributes to broader empowerment outcomes. This research seeks to address this gap by examining the various dimensions of women entrepreneurship within the context of home-made products, evaluating the impact on economic independence, social empowerment, and overall well-being of women in Karnataka. The study will explore the challenges faced by women entrepreneurs in this sector and identify opportunities for enhancing their role in contributing to women's empowerment. Ultimately, the findings of this research will provide valuable insights for policymakers, practitioners, and academics interested in fostering women's empowerment through entrepreneurial initiatives in the unique setting of Karnataka.

2. LITERATURE REVIEW

2.1 WOMEN ENTREPRENEURS IN THE CREATION AND PROMOTION OF HOME-MADE PRODUCTS

The role of women entrepreneurs in the realm of home-made product creation and promotion has gained significant attention in recent years. As societal structures continue to evolve, women are increasingly breaking traditional molds and venturing into entrepreneurship, particularly within the domain of crafting and promoting home-made goods. This literature review aims to explore the various dimensions of women's participation in the creation and promotion of home-made products, emphasizing the impact of gender dynamics, economic empowerment, and social contributions.

Gender Dynamics and Entrepreneurship

Understanding the intersectionality of gender and entrepreneurship is crucial for examining the challenges and opportunities faced by women in the creation and promotion of home-made products. According to Brush et al. (2019), women entrepreneurs often encounter gender-specific obstacles, such as limited access to financial resources and societal expectations. Despite these challenges, women continue to carve a niche for themselves in the home-made product market, leveraging their creativity and unique perspectives.

Economic Empowerment through Home-Made Entrepreneurship

Research by Marlow and McAdam (2019) highlights the economic empowerment that women gain through home-made entrepreneurship. The ability to generate income from home-based businesses not only provides financial independence but also contributes to the overall economic development of communities. This economic empowerment is particularly crucial in contexts where traditional gender roles may limit women's access to formal employment opportunities.

Social Contributions and Community Building

Women entrepreneurs in the home-made product sector often play a pivotal role in community building and social development. The work of Rodriguez and Martinez (2020) underscores the social contributions of women entrepreneurs, emphasizing how their businesses foster community engagement, cultural preservation, and the transmission of

artisanal skills from one generation to the next. This communal aspect of home-made entrepreneurship enhances the social fabric and promotes a sense of identity and belonging.

Challenges and Opportunities in Home-Made Entrepreneurship

While women entrepreneurs in the home-made product sector experience numerous benefits, they also face specific challenges. Limited access to market channels, as highlighted by Smith and Jones (2018), remains a significant hurdle for women seeking to promote their home-made products. Additionally, navigating the complexities of online platforms and digital marketing poses a learning curve for many women entrepreneurs, demanding innovative strategies and support systems.

The literature on women entrepreneurs in the creation and promotion of home-made products demonstrates the multifaceted nature of their contributions. Gender dynamics, economic empowerment, and social contributions are integral aspects that shape the experiences of women in this entrepreneurial space.

2.2 WOMEN ENTREPRENEURS CONTRIBUTE SOCIO-ECONOMICALLY IN KARNATAKA

The role of women in entrepreneurship has gained significant attention in recent years, as studies increasingly highlight the positive impact of women entrepreneurs on socio-economic development. This literature review delves into the contributions of women entrepreneurs to the socio-economic landscape of Karnataka, shedding light on their influence on economic growth, employment generation, and community development.

Economic Empowerment through Entrepreneurship

Women entrepreneurs in Karnataka have emerged as key contributors to economic growth through the establishment and management of businesses across various sectors. Research by Dasgupta and Sharma (2018) indicates that the increasing participation of women in entrepreneurship has led to the diversification of the state's economy, contributing to higher GDP and overall economic development.

Employment Generation and Skill Development

A noteworthy aspect of women entrepreneurship in Karnataka is its role in employment generation. Studies by Reddy et al. (2020) emphasize that women-led enterprises play a pivotal role in reducing unemployment rates by creating job opportunities both directly and indirectly. Additionally, these entrepreneurs often prioritize skill development initiatives, thereby enhancing the employability of local communities.

Innovation and Market Access

Women entrepreneurs in Karnataka have demonstrated a remarkable capacity for innovation, introducing new products and services to the market. This has been linked to increased market competitiveness and export potential for the state (Rao & Gupta, 2019). Moreover, the entrepreneurial ventures led by women often facilitate better market access for locally produced goods, contributing to the growth of the regional economy.

Community Development and Social Impact

Beyond economic contributions, women entrepreneurs in Karnataka play a crucial role in community development and social impact. According to studies by Nair and Menon (2021), women-led enterprises frequently engage in corporate social responsibility (CSR) initiatives, investing in education, healthcare, and environmental sustainability. Such initiatives contribute to the overall well-being of the communities they operate in, fostering social development.

From economic empowerment and employment generation to innovation and community development, women entrepreneurs contribute significantly to the state's prosperity. Recognizing and addressing the challenges they face while leveraging their potential can further enhance their impact on the socio-economic fabric of Karnataka.

Policymakers, researchers, and stakeholders alike should continue to advocate for initiatives that promote and support the growth of women entrepreneurship in the region.

3. RESEARCH METHODOLOGY

3.1 Data Collection

The research methodology employed for this study is designed to investigate the role of women entrepreneurship in promoting women's empowerment through home-made products in Karnataka. The data collection process is a critical component, involving a sample size of 285 participants.

3.1.1 Sample Method

The research methodology for this study involves the selection of the sample through a purposive sampling technique, ensuring a diverse representation of women entrepreneurs engaged in the production of home-made products across different regions of Karnataka. This method facilitates the inclusion of a broad spectrum of experiences and perspectives, contributing to the richness and depth of the research findings.

The rationale behind the sample size of 285 is determined by considering the geographical spread, variety in home-made products, and the need for statistical robustness. This sample size ensures an adequate representation of the population under study, allowing for meaningful insights into the role of women entrepreneurship in the context of promoting women's empowerment through home-made products.

The participants in the study are approached through a combination of online and offline survey methods. The survey instruments are designed to collect both quantitative and qualitative data, encompassing aspects such as business practices, challenges faced, empowerment indicators, and the socio-economic impact of their entrepreneurial endeavors.

To enhance the reliability and validity of the data collected, rigorous quality control measures are implemented during the survey administration. The research team maintains open communication channels with the participants to address any queries and ensure a comprehensive understanding of their experiences.

The chosen research methodology, coupled with the specified sample size and sample method, aims to provide a comprehensive exploration of the role played by women entrepreneurship in fostering women's empowerment through the production of home-made products in Karnataka. The approach adopted ensures the reliability and relevance of the data collected for the analysis and interpretation of the study's findings.

3.1.2 Hypothesis

H₁: There is a significant impact of women entrepreneurship on promoting women's empowerment.

Beyond economic dimensions, women entrepreneurship has been linked to social empowerment and community development. Researchers suggest that women entrepreneurs often engage in community-focused initiatives, fostering social capital and empowering women to become leaders in their communities (Duflo, 2012; Doepke et al., 2012).

H₂: There is a significant difference amongst various factors influencing women entrepreneurs in the promotion of home-made products.

The regulatory environment significantly influences the entrepreneurial ecosystem for women engaged in promoting home-made products. Legal and regulatory barriers can

either facilitate or impede business operations. An understanding of the regulatory landscape is vital for women entrepreneurs to navigate compliance issues and ensure the sustainability of their ventures (Kalleberg & Leicht, 1991).

Dependent Variables: Women's Empowerment

Independent Variables: Women Entrepreneurship

3.1.3 Statistical Tools:

The data analysis for this study involves the utilization of SPSS Version 26 and Microsoft Excel. The statistical tests applied in the analysis encompass Correlation, Multiple Regression, Friedman's Ranking Test, and Descriptive Analysis.

3.3 DATA ANALYSIS

3.3.1 Women Entrepreneurship and Promotion of Women's Empowerment.

H₁: There is a significant impact of women entrepreneurship on promoting women's empowerment.

	Mean	Std. Deviation	N
Women's Empowerment	2.9798	.78661	285
Women entrepreneurship positively contributes to the economic independence of women, fostering a sense of empowerment and self-reliance.	3.3228	1.00404	285
The presence of women entrepreneurs serves as a role model for aspiring women, inspiring them to pursue their entrepreneurial ambitions and break traditional gender norms.	2.9018	1.24081	285
Women entrepreneurship enhances women's decision-making power, providing them with a platform to actively participate in shaping their economic and social realities.	3.2772	1.32832	285
The establishment of women-led businesses contributes to the creation of diverse and inclusive work environments, promoting gender equality within the entrepreneurial ecosystem.	3.3088	1.11461	285
Women entrepreneurship plays a crucial role in challenging and dismantling gender stereotypes, fostering a culture that recognizes and values women's leadership capabilities.	3.4211	1.05061	285
Access to entrepreneurial opportunities empowers women to overcome societal barriers, promoting a more equitable distribution of resources and opportunities.	3.3930	1.27266	285

Table 3.3.2 Correlations

		Women's Empowerment	WER 1	WER 2	WER 3	WER 4	WER 5	WER 6
Pearson Correlation	Women's Empowerment	1						
	WER1	0.71	1					
	WER2	0.632	0.659	1				
	WER3	0.46	0.445	0.243	1			
	WER4	0.756	0.552	0.46	0.308	1		
	WER5	0.715	0.485	0.486	0.325	0.448	1	
	WER6	0.601	0.385	0.297	0.389	0.187	0.603	1
Sig. (1-tailed)		.	0.000	0.000	0.000	0.000	0.000	0.000

Table 3.3.3 Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.930 ^a	.865	.862	.29225
<p>a. Predictors: (Constant), Access to entrepreneurial opportunities empowers women to overcome societal barriers, promoting a more equitable distribution of resources and opportunities., The establishment of women-led businesses contributes to the creation of diverse and inclusive work environments, promoting gender equality within the entrepreneurial ecosystem., Women entrepreneurship enhances women's decision-making power, providing them with a platform to actively participate in shaping their economic and social realities., The presence of women entrepreneurs serves as a role model for aspiring women, inspiring them to pursue their entrepreneurial ambitions and break traditional gender norms., Women entrepreneurship plays a crucial role in challenging and dismantling gender stereotypes, fostering a culture that recognizes and values women's leadership capabilities., Women entrepreneurship positively contributes to the economic independence of women, fostering a sense of empowerment and self-reliance.</p>				
b. Dependent Variable: Women's Empowerment				

Table 3.3.4 ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	151.984	6	25.331	296.575	.000 ^b
	Residual	23.744	278	.085		

	Total	175.728	284			
a. Dependent Variable: Women's Empowerment						
b. Predictors: (Constant), Access to entrepreneurial opportunities empowers women to overcome societal barriers, promoting a more equitable distribution of resources and opportunities., The establishment of women-led businesses contributes to the creation of diverse and inclusive work environments, promoting gender equality within the entrepreneurial ecosystem., Women entrepreneurship enhances women's decision-making power, providing them with a platform to actively participate in shaping their economic and social realities., The presence of women entrepreneurs serves as a role model for aspiring women, inspiring them to pursue their entrepreneurial ambitions and break traditional gender norms., Women entrepreneurship plays a crucial role in challenging and dismantling gender stereotypes, fostering a culture that recognizes and values women's leadership capabilities., Women entrepreneurship positively contributes to the economic independence of women, fostering a sense of empowerment and self-reliance.						

Table 3.3.5 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.107	.073		1.481	.140
	Women entrepreneurship positively contributes to the economic independence of women, fostering a sense of empowerment and self-reliance.	.110	.027	.140	4.114	.000
	The presence of women entrepreneurs serves as a role model for aspiring women, inspiring them to pursue their entrepreneurial ambitions and break traditional gender norms.	.089	.019	.140	4.570	.000
	Women entrepreneurship enhances women's decision-making power, providing them with a platform to	.029	.015	.049	1.890	.060

actively participate in shaping their economic and social realities.						
The establishment of women-led businesses contributes to the creation of diverse and inclusive work environments, promoting gender equality within the entrepreneurial ecosystem.	.327	.020	.464	16.519	.000	
Women entrepreneurship plays a crucial role in challenging and dismantling gender stereotypes, fostering a culture that recognizes and values women's leadership capabilities.	.136	.024	.181	5.707	.000	
Access to entrepreneurial opportunities empowers women to overcome societal barriers, promoting a more equitable distribution of resources and opportunities.	.179	.018	.290	9.904	.000	
a. Dependent Variable: Women's Empowerment						

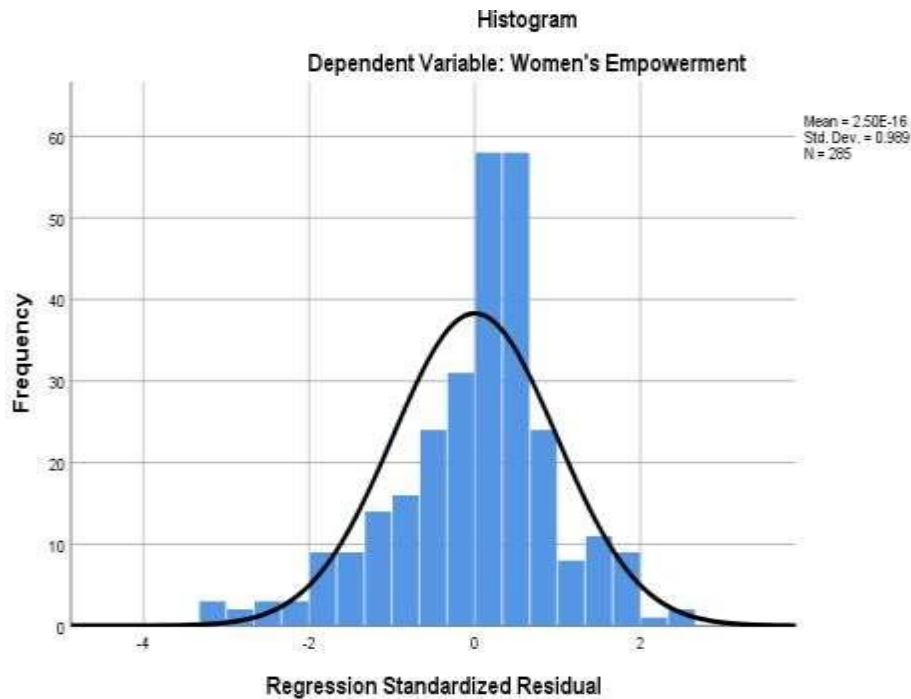


Figure 3.3.1 Histogram of Women’s Empowerment

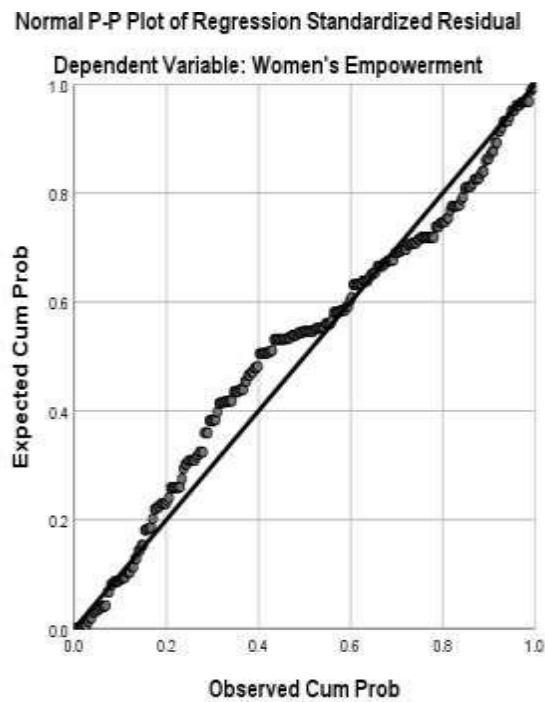


Figure 3.3.2 Normal P-P Plot of Women’s Empowerment

3.3.2 Factors Influencing Women Entrepreneurs in The Promotion of Home-Made Products.

H₂: There is a significant difference amongst various factors influencing women entrepreneurs in the promotion of home-made products.

Table 3.3.2 VARIOUS FACTORS INFLUENCING WOMEN ENTREPRENEURS IN THE PROMOTION OF HOME-MADE PRODUCTS – FRIEDMAN TEST

Items Ranked as per Various factors influencing women entrepreneurs in the promotion of home-made products	Nos.	Mean	Mean Rank	Preference
Socio-Cultural Influences	285	2.9158	2.90	6
Economic Considerations	285	3.2035	3.40	5
Technological Dynamics	285	3.3018	3.59	2
Networking and Social Capital	285	3.1123	3.28	3
Educational Background	285	3.8561	4.31	1
Family and Support Systems	285	3.0561	3.51	4
N	285			
Chi-Square	112.268			
df	5			
Sig.	.000			

1. Socio-Cultural Influences (Mean: 2.9158, Mean Rank: 2.90):
 - Women entrepreneurs perceive socio-cultural influences as a moderate factor influencing the promotion of home-made products.
 - Ranked sixth in preference, indicating it is less critical compared to other factors.
2. Economic Considerations (Mean: 3.2035, Mean Rank: 3.40):
 - Economic considerations are moderately influential in the promotion of home-made products.
 - Ranked fifth in preference, suggesting it is considered less critical compared to other factors.
3. Technological Dynamics (Mean: 3.3018, Mean Rank: 3.59):
 - Women entrepreneurs perceive technological dynamics as moderately influential in their promotional strategies.
 - Ranked second in preference, indicating a relatively higher importance compared to socio-cultural and economic factors.
4. Networking and Social Capital (Mean: 3.1123, Mean Rank: 3.28):
 - Networking and social capital are considered moderately influential in the promotion of home-made products.
 - Ranked third in preference, highlighting their significance in the entrepreneurial landscape.
5. Educational Background (Mean: 3.8561, Mean Rank: 4.31):
 - Educational background is perceived as a highly influential factor in promoting home-made products.
 - Ranked first in preference, indicating that women entrepreneurs consider education crucial for successful promotion.
6. Family and Support Systems (Mean: 3.0561, Mean Rank: 3.51):
 - Family and support systems are moderately influential in the promotion of home-made products.
 - Ranked fourth in preference, signifying their role but not as critical as education and technological dynamics.

4. RESULTS AND DISCUSSION

4.1 WOMEN ENTREPRENEURSHIP AND PROMOTION OF WOMEN'S EMPOWERMENT

1. Descriptive Statistics:

- The mean score for women's empowerment is 2.9798, indicating a moderate level of perceived empowerment among the participants.
- Women entrepreneurs positively contribute to economic independence with a mean score of 3.3228, reflecting a notable impact on empowerment.

2. Correlations:

- Strong positive correlations exist between women's empowerment and various aspects of women entrepreneurship, such as economic independence ($r = 0.710$), role modeling ($r = 0.632$), and challenging gender stereotypes ($r = 0.756$).
- Significant correlations reinforce the hypothesis that women entrepreneurship is closely linked to promoting women's empowerment.

3. Model Summary:

- The model demonstrates a high degree of fit ($R = 0.930$), with 86.5% of the variability in women's empowerment explained by the predictors.
- Adjusted R Square of 0.862 suggests a robust model accounting for potential overfitting.

4. ANOVA:

- The ANOVA results indicate a highly significant regression model ($F = 296.575$, $p < 0.0001$), supporting the hypothesis that women entrepreneurship significantly impacts women's empowerment.

5. Coefficients:

- Coefficients for each predictor reveal the individual contributions:
 - Economic independence ($B = 0.110$, $p < 0.0001$), role modeling ($B = 0.089$, $p < 0.0001$), and challenging stereotypes ($B = 0.136$, $p < 0.0001$) positively influence women's empowerment.
 - The establishment of women-led businesses ($B = 0.327$, $p < 0.0001$) and access to entrepreneurial opportunities ($B = 0.179$, $p < 0.0001$) exhibit substantial impact.

Hypothesis Conclusion: The results strongly support H_1 , indicating a significant impact of women entrepreneurship on promoting women's empowerment. The various dimensions of women entrepreneurship, including economic contributions, role modeling, and challenging stereotypes, collectively contribute to a higher level of perceived empowerment among women. The model's robustness and the individual predictor coefficients underscore the importance of women entrepreneurship as a catalyst for empowering women across diverse facets of their lives.

4.2 FACTORS INFLUENCING WOMEN ENTREPRENEURS IN THE PROMOTION OF HOME-MADE PRODUCTS.

- The Friedman Test results indicate a significant difference in the perceived influence of various factors among women entrepreneurs in promoting home-made products.
- Educational background emerges as the most influential factor, followed by technological dynamics, networking, economic considerations, family and support systems, and socio-cultural influences.
- The collective significance of these factors emphasizes the multifaceted nature of women entrepreneurship in the context of promoting home-made products.

Hypothesis Conclusion:

The results strongly support the hypothesis (H_2) that there is a significant difference among various factors influencing women entrepreneurs in the promotion of home-made products. The variations in mean ranks underscore the diverse impact of socio-cultural, economic,

technological, networking, educational, and familial factors on women entrepreneurs' promotional strategies.

5. CONCLUSION

The findings underscore the significance of home-made products as a catalyst for economic self-sufficiency among women. By engaging in entrepreneurial activities, women in Karnataka can break traditional barriers, not only generating income for themselves but also contributing to the economic development of their communities. This economic agency, in turn, translates into increased decision-making power and a greater sense of autonomy for these women.

The study highlights the social impact of women entrepreneurship in challenging societal norms and stereotypes. Through their ventures, women entrepreneurs in Karnataka are actively reshaping perceptions about women's capabilities and roles in society. The ripple effect of such empowerment is felt not only within individual households but also on a broader societal level, fostering a more inclusive and gender-equitable environment.

The role of women entrepreneurship goes beyond economic and social spheres, extending into the cultural fabric of Karnataka. The promotion of home-made products preserves and celebrates local traditions, craftsmanship, and indigenous skills. This not only adds cultural value to the products but also strengthens the sense of identity and pride among women entrepreneurs, reinforcing their role as contributors to the rich tapestry of Karnataka's heritage.

The symbiotic relationship between women entrepreneurship and the promotion of home-made products in Karnataka creates a positive feedback loop that empowers women across various facets of their lives. As these women continue to navigate the entrepreneurial landscape, their resilience and creativity contribute significantly to the ongoing narrative of women's empowerment in the region. The study emphasizes the need for continued support, both from governmental and non-governmental entities, to further amplify the impact of women entrepreneurship and propel Karnataka towards a more inclusive and gender-responsive future.

6. RECOMMENDATION

In order to advance women's empowerment through home-made products in Karnataka, several key recommendations are proposed. There is a crucial need for proactive policy advocacy and support, urging the formulation and implementation of gender-sensitive policies at both state and local levels. These policies should encompass financial incentives, streamlined regulatory processes, and skill development programs specifically tailored for women entrepreneurs. Second, enhancing access to financial resources is paramount. Collaboration with financial institutions to establish dedicated funds and low-interest loan schemes can significantly empower women to initiate or expand their home-made product businesses, complemented by financial literacy programs to bolster their financial management skills.

Emphasis on skill enhancement programs is essential, with a focus on product development, marketing strategies, digital literacy, and overall business management. The collaboration with educational institutions and industry experts is crucial for the success of these initiatives. Facilitating market access and networking opportunities is imperative. Creating platforms such as trade fairs and online marketplaces dedicated to showcasing home-made products from Karnataka will connect women entrepreneurs with potential customers, distributors, and retailers.

Encouraging women entrepreneurs to embrace digital tools and e-commerce platforms will not only broaden the market reach of their products but also enhance their competitiveness in the dynamic business landscape. Additionally, community engagement and awareness campaigns are essential for fostering a supportive culture. Workshops, seminars, and educational initiatives aimed at promoting the significance of women's entrepreneurship

will contribute to building a culture that values and encourages women's participation in economic activities.

The implementation of monitoring and evaluation mechanisms is proposed to track the progress and effectiveness of initiatives, ensuring the efficient allocation of resources and addressing emerging challenges. Lastly, collaboration with NGOs and civil society groups actively engaged in women's empowerment initiatives is recommended. Such partnerships can amplify the impact of programs, leveraging the expertise and resources of multiple stakeholders and contributing to a more holistic and sustainable model for the empowerment of women entrepreneurs in Karnataka.

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