

Available online @ <https://jjem.jnnce.ac.in>  
<https://www.doi.org/10.37314/JJEM.SP0456>  
 Indexed in International Scientific Indexing (ISI)  
 Impact factor: 1.395 for 2021-22  
 Published on: 31 May 2025

## A Comparative Insight in to Rural and Urban Entrepreneurs with Special Reference to Shivamogga District

Ramyashree.S.R<sup>1\*</sup>, Dr.Vikram D K<sup>2</sup>

<sup>1\*</sup>NES Institute of Advanced Studies, <sup>2\*</sup>Jawaharalal Nehru New College of Engineering

### Abstract

*Women entrepreneurs encounter numerous challenges and barriers in their journey. In many societies, traditional gender roles often place women in charge of household responsibilities such as cooking, fetching water, and raising children. However, with industrialization, globalization, and evolving social norms, the status of women in India has undergone significant transformation since the beginning of the 21st century. Increased access to knowledge and education has enabled women to move beyond domestic duties and pursue professional careers. This essay aims to explore the role of women entrepreneurs in both rural and urban areas of Karnataka. Women play a crucial role in shaping families, which collectively contribute to the development of society and the nation. The overall economic progress of any community is closely linked to the social and economic empowerment of women.*

*Every woman possesses an entrepreneurial mindset, yet this quality has not received adequate recognition in India. However, societal perspectives are shifting, and people are increasingly accepting women in leadership roles due to changing environmental and social dynamics. With the impact of globalization and economic liberalization, women entrepreneurs are gaining prominence in India. Financial institutions, particularly microfinance organizations operating through Self-Help Groups (SHGs), have played a crucial role in supporting women entrepreneurs. These institutions not only provide financial assistance but also empower women by enhancing their financial literacy and stability.*

*This study explores the role of women entrepreneurs in both rural and urban areas and their contributions to economic development. It identifies the key challenges they face, examines the obstacles unique to both rural and urban settings, and highlights the significant barriers hindering their progress. The study ultimately presents findings and offers recommendations for fostering greater opportunities for women entrepreneurs.*

**Key Words:** *Entrepreneurship, Rural and Urban Women Entrepreneurs*

### 1. Introduction

Women are typically perceived as housewives who participate little in business or the economy. But this image is evolving. Women are increasingly entering the business world in contemporary India, especially in medium- and small-sized enterprises. The three K's—Kitchen, Kids,

and Knitting—were previously linked to women. The three Ps—powder, paapad, and

pickles—followed. The 4 E's—Electricity, Electronics, Energy, and Engineering—are home to women entrepreneurs in metropolitan India. In rural India, however, women have limited themselves to small-scale cottage enterprises and petty business.

The majority of rural female entrepreneurs work in low-skilled, low-tech, low-productivity, low-paying jobs. They possess fundamental indigenous knowledge and skills, as well as the ability to start and run their own business.

Indian women are equally capable as men in all aspects of life and have the potential to excel as entrepreneurs. Therefore, it is essential to harness and nurture their abilities. However, their participation in business, trade, and industry—sectors that demand entrepreneurial skills—remains relatively low due to societal expectations and gender-based challenges. As a result, promoting women's entrepreneurship and economic empowerment is a significant challenge for the government, financial institutions, and non-governmental organizations. To foster greater participation of women in entrepreneurship, it is crucial for these stakeholders to address the obstacles they face and establish strong support networks. Women who produce, imitate, or engage in a business activity are referred to as women entrepreneurs. Women in rural areas establishing and running businesses is known as rural women's entrepreneurship. Urban women entrepreneurs described as women who begin operating, make plans, and manage a business in an urban area.

## 2. Review of literature

S. Gaur, V. Kulshreshtha, and R. Chaturvedi's(2018) paper provides a thorough analysis of the state of women's entrepreneurship in India. The different obstacles faced by female entrepreneurs are the main topic of the article. In addition, the article explores how social and political changes have shaped women's position in Indian society. Support for female entrepreneurs has been greatly aided by government programs and initiatives

The study conducted by V, Swarnalatha (2023) , offers a thorough analysis of the contribution of female entrepreneurs to the Indian economy. The importance of women entrepreneurs in creating jobs, advancing development, and fostering wealth in India is emphasized in the study.

Rajan & Panicker (2020) study signifies the strides achieved by Indian women entrepreneurs, particularly in the area of Micro, Small, and Medium-Sized Enterprises (MSME and Investigating the aspects of women's entrepreneurial aptitude that contribute to their successful performance in MSMEs in the Indian state of Karnataka is the aim of this study. Overall, the study's results support the notion that women entrepreneurs' perceived business performance has a big impact on their ability to start their own businesses

## 3. Objective of the study

- ❖ To explore the various institutional and organizational support systems, along with schemes aimed at fostering the growth of entrepreneurs in both rural and urban areas.
- ❖ To analyze the demographic characteristics and identify the key motivational factors that drive women in rural and urban regions to pursue entrepreneurship.
- ❖ To provide an overview of the challenges faced by women entrepreneurs in both rural and urban settings.
- ❖ To propose solutions for overcoming the obstacles hindering their entrepreneurial journey.

## 4. Scope of the study

The present study concentrates on rural and urban women entrepreneurs in selected areas of Shivamogga district. The scope is

specifically confined to examining the experiences of rural and urban women entrepreneurs within the district.

### **5. Methodology**

The study uses data from both primary and secondary sources. Survey method was used to collect the primary data, and several websites, books, microfinance magazines, government publications, and journals were used to collect the secondary data. For the study, convenience sampling method with a sample size of 120 respondents from Shivamogga District was taken into consideration

### **6. Limitations of the study**

- ❖ Geographical scope: The study is confined to selected rural and urban areas within Shivamogga District.
- ❖ Sample size: Due to time and resource constraints, the study is based on a sample of 120 respondents (60 from rural entrepreneur and 60 from urban entrepreneur)
- ❖ Data accuracy: The study relies on the data given by the respondents

### **ENTERPRENURE ROLE OF URBAN AND RURAL WOMMEN FACTORS**

Women entrepreneurs started their businesses because of both pull and push reasons. Pull factors are advantageous characteristics that motivate women to launch their own businesses, for financial independence, social identity, and job flexibility, while push factors are adverse situations that make them seek out other options, such as a family's overall income being insufficient, the death of the breadwinner, etc.

### **MAJOR SOCIO-ECONOMIC PROBLEMS OF RURAL AND URBAN**

### **ENTREPRENURES**

- ❖ Educational barrier
- ❖ Financial constraints
- ❖ Mobility restriction
- ❖ Family responsibility
- ❖ Patriarchal society
- ❖ Balancing multiple role
- ❖ Low risk-bearing skill
- ❖ Low self confidence
  - ❖ Lack of family support
  - ❖ Lack of managerial ability
  - ❖ Lack of business experience
  - ❖ Scarcity of raw material
  - ❖ Lack of market information
  - ❖ Lack of infrastructure facilities
  - ❖ High operating and production cost
  - ❖ competition
  - ❖ Other social and economic problem

### **CHALLENGES CONFRONTED BY RURAL AND URBAN WOMEN ENTREPRENURES**

- ❖ Personal challenges
- ❖ Social challenges
- ❖ Financial challenges
- ❖ Marketing challenges
- ❖ Managerial challenges
- ❖ Technological challenges
- ❖ Competition challenges
- ❖ Educational challenges

### **INSTITUTIONS THAT PROVIDE SUPPORT RURAL AND URBAN ENTREPRENURES**

- ❖ National Small Industries Corporation (NSIC)
- ❖ Small Industries Development Bank of India (SIDBI)
- ❖ Industrial Development Bank of India (IDBI)
- ❖ Industrial Finance Corporation of India (IFCI)

- ❖ State Small Industries Corporation (SSIC)
- ❖ Regional Rural Banks (RRBs)

### **ORGANIZATIONS THAT SUPPORT RURAL AND URBAN ENTREPRENEURS**

- ❖ National Bank for Agriculture and

- Development (NABARD)
- ❖ Rural Self Employment Training Institute (RSETI)
- ❖ Khadi and Village Industries Commission (KVIC)
- ❖ State Small Industries Development Corporation (SSIDC)

### **SCHEMES AND PROGRAMS FOR THE DEVELOPMENT OF RURAL AND URBAN ENTREPRENEURS**

Mudra Yojana

Pradhan Mantri Gram Sadak Yojana (PMGSY)

Pradhan Mantri Awas Yojana- Gramin - PMAY (G)

Shyama Prasad Mukherji Rurban Mission (SPMRM):

Mission Antyodaya

Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY)

National Social Assistance Programme (NSAP)

Mahila Coir Yojana

Aajeevika - National Rural Livelihoods Mission (NRLM)

Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE).

Trade Related Entrepreneurship Development Assistance (TREAD)

Self Help Groups

## 7. Analysis and Interpretation

**Table No 1 : Demographic Profile of the respondent**

Demographic Factor	Characteristics	Women (Rural)		Women (Urban)		Total	
		No. of respondent	Percentage	No. of respondent	Percentage	No. of respondent	Percentage
Age	Below 30	10	16.67	16	26.67	26	21.67
	31-40	32	53.33	38	63.33	70	58.33
	above 40	18	30.00	06	10.00	24	20.00
<b>Total</b>		<b>60</b>	<b>100</b>	<b>60</b>	<b>100</b>	<b>120</b>	<b>100</b>
Marital Status	Married	56	93.33	42	70.00	98	81.67
	Un-Married	04	06.67	18	30.00	22	18.33
<b>Total</b>		<b>60</b>	<b>100</b>	<b>60</b>	<b>100</b>	<b>120</b>	<b>100</b>
Education	Illiterate	07	11.67	01	01.67	08	06.67
	Schooling	28	46.67	03	05.00	31	25.83
	PUC	16	26.67	09	15.00	25	20.83
	Under graduates	08	13.33	36	60.00	44	36.67
	Others	01	01.67	11	18.33	12	10.00
<b>Total</b>		<b>60</b>	<b>100</b>	<b>60</b>	<b>100</b>	<b>120</b>	<b>100</b>
	Below Rs.20000	51	85.00	24	40.00	75	62.50
	Rs.20001 to Rs.30000	08	13.33	28	46.67	36	30.00
	Above Rs.30000	01	01.67	08	13.33	09	07.50
<b>Total</b>		<b>60</b>	<b>100</b>	<b>60</b>	<b>100</b>	<b>120</b>	<b>100</b>

(NOR- Number of Respondents)

Table No. 1 makes it evident that the maximum percentage of respondents are between the ages of 31-40, with 53.33 % of respondents in rural areas and 63.33% in urban areas, respectively. Minimum percentage of respondents are below 30 years with 16.67% and above 40 years with 10 % in urban areas. According to the

marital status of women entrepreneurs in rural and urban areas, the highest percentage of respondents were married with 93.33% and 70%, respectively. Rural women entrepreneurs have a minimum educational qualification of 1.67% with the category in other educational qualifications, whereas urban women entrepreneurs have a lower

percentage of illiterate respondents with 8%. The respondents maximum educational qualification is schooling, with 46.67% in rural areas and 60% in urban areas. 85% of rural respondents have a maximum income of less than Rs. 20,000, whereas

46.67 percent of urban respondents have a maximum income of Rs. 20,001 to Rs. 30,000. Minimum of 1.67% of rural respondents earn more than Rs. 30,000, while 9% of urban respondents earn more than Rs. 30,000.

**Table No. 2 Rural and Urban Women Becoming Entrepreneurs - Motivational factor**

Sl. No	Motivational Factor	Entrepreneurs - Rural Women		Entrepreneurs - Urban Women		Total	
		NOR	%	NOR	%	NOR	%
1	Self-identity	01	01.67	16	26.67	17	14.17
2	Innovative thinking	02	03.33	09	15.00	11	09.17
3	Income generation	36	60.00	15	25.00	51	42.50
4	Support from government and other Institution	14	23.33	08	13.33	22	18.33
5	Demand for product and services	07	11.67	12	20.00	19	15.83
	<b>Total</b>	60	100	60	100	120	100

(NOR- Number of Respondents)

It is evident from Table No. 2 that a variety of factors influence women and rural entrepreneurs. Notably, 60% of rural respondents identifies income generation as

a major motivator, suggesting that financial necessity is a major factor and 26.67% of urban respondents cite self-identity as a motivation for starting their own business.

**Table No. 3 Women Entrepreneurs Challenges confronted by (Rural and Urban)**

Sl. No	Challenges	Entrepreneurs- Rural Women		Entrepreneurs – Urban Women		Total	
		NOR	%	NOR	%	NOR	%
1	Personal	08	13.33	05	08.33	13	10.83
2	Financial	06	10.00	11	18.33	17	14.17
3	Marketing	16	26.67	12	20.00	28	23.33
5	Technological	28	46.67	10	16.67	38	31.67
6	Competition	02	03.33	22	36.67	24	20.00
	<b>Total</b>	60	100	60	100	120	100

(NOR- Number of Respondents)

The major challenges that both urban and rural women entrepreneurs are shown in Table No. 3. The majority of respondents in rural areas with 28% are having with technological challenges, while 36.67% of respondents in urban having trouble with competition challenges. This emphasizes how urgently they need more efficient technical training and the skills they need to run their enterprises.

When taken as a whole, these challenges illustrate the intricate difficulties faced that rural and urban women entrepreneurs in Shivamogga District. These findings demonstrate the urgent need for comprehensive support programs. They should concentrate on enhancing these entrepreneurs' whole business environment and expanding their skill sets, in addition to removing technical, financial, and marketing obstacles.

## 8. Suggestion

Women entrepreneurs in both rural and urban areas may have difficulties in their early phases, but they must endure, have faith in themselves, and not give up in the middle. Rural women Women entrepreneurs, whether in rural or urban settings, often face initial hurdles. Persistence, self-belief, and resilience are crucial for overcoming these challenges. Rural women entrepreneurs, in particular, need access to comprehensive training programs that enhance their technical skills, business acumen, risk assessment abilities, and overall capabilities. Compared to their urban counterparts, they often lack the same level of

educational opportunities and require targeted support for training, practical experience, and personal development to improve their overall standing.

Self-help groups (SHGs) can play a vital role in addressing the challenges faced by women entrepreneurs by mobilizing resources and pooling capital to support their ventures in trade, commerce, and industry. Establishing district-level organizations for both rural and urban women can provide crucial assistance in areas such as financial aid, marketing support, subsidies, concessions, technical expertise, raw material access, market feasibility studies, counseling, and ongoing guidance. Because rural women entrepreneurs frequently struggle with marketing and technical challenges, while urban women often face intense competition, government-led training and development initiatives are essential to stimulate entrepreneurial activity and address the specific needs of both rural and urban women in business.

## 9. Conclusion

The increasing participation of women in entrepreneurship is a positive trend. Legislation promoting equal rights in politics, education, and employment has been enacted, and economic measures are underway to guarantee equal opportunities for Indian women across various sectors. Research indicates that both rural and urban women are driven by diverse motivations and are increasingly willing to embrace the challenges of launching and managing businesses. Women are venturing into entrepreneurship not merely for survival, but also to express their talents and fulfill

creative aspirations. Women's education is a key driver of this societal shift, and it is anticipated that more women will pursue careers in traditionally male-dominated fields.

## References

- 1.S. Gaur, V. Kulshreshtha, and R. Chaturvedi, "Challenges and opportunities for women entrepreneurs in India," International Journal of Research and Analytical Reviews, vol. 5, 2018.
- 2.V. Swarnalatha, "Role of Women Entrepreneurs in building the future of India: with special reference to Economic Development," Progress and challenges of Women in 75 years of Independent India, 2023.
- 3.S. Rajan and S. Panicker, "The concept of entrepreneurial ability- evidence from women in MSMEs of Karnataka state," International Journal of Entrepreneurship and Small Business, vol. 41, 2020
- 4.N.Rajendran, "Problems and Prospects of Woman Entrepreneurs", SEDME, Vol.30, No.4 December, 2003
- 5.Anil Kumar, Financing Pattern of Enterprises owned by women Entrepreneurs. The Indian journal of Commerce, Vol. 57 No.2, April – June. 2004
- Desai "Dynamics of entrepreneurial development and management" Himalaya Publishing House.
- 5.<https://rural.gov.in/en/scheme-websites><https://southtripura.nic.in/scheme/national-rural-livelihood-mission/>
- 6.<https://www.nabard.org/>
- 7.<https://nrlm.gov.in/shgReport.do?methodName=showMajorityStateWise>
- 8.<https://nrlm.gov.in/shgOuterReports.do?methodName=showShgreport>