



The Journal of Sri Krishna Research & Educational Consortium
**INTERNATIONAL JOURNAL OF
BUSINESS ECONOMICS AND
MANAGEMENT RESEARCH**
Internationally Indexed & Listed Referred e-Journal



ENTREPRENEURIAL ACTIVITIES OF WOMEN ENTREPRENEURS IN NORTH KARNATAKA - A STUDY OF BUSINESS RELATED ACTIVITIES (PART OF UGC SUPPORTED MAJOR RESEARCH PROJECT)

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ABSTRACT

Recently, the role of women in Indian society has changed considerably. Women of today are no more confined to kitchen and four walls of the house. They have been actively participating in every economic activity and successfully proved that they are equally productive and in many cases more productive than men. Women are backbones of many successful entrepreneurs, educationists, professionals, scientists and economists, etc. Since, women in India constitute 48.46 percent of the total population as per census 2011; development of Indian economy cannot be possible by neglecting them who constitutes large segment of the society. Like both hands are necessary for the growth and development of any human, men and women are need to work jointly and individually for the development of family income in particular and country income in general. The present study is based on primary data collected from 1250 sample women entrepreneurs of North Karnataka. The study focused on to examine relation between demographic factors and business related entrepreneurial activities undertaken by women entrepreneurs.