



# Catalyzing Women Entrepreneurship: How Nationalized Banks Empower Women Business Owners

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## ABSTRACT:

Women entrepreneurs have become a driving force in the business world, contributing significantly to economic growth and societal development. The empowerment of women in entrepreneurship is a critical agenda for nations worldwide. This research paper delves into the role of nationalized banks in empowering women entrepreneurs, focusing on demographic profiles, profitability, financial assistance, and the perceptions of women entrepreneurs. The study analyzes data collected through surveys and explores the relationship between demographic factors, bank assistance, and the role of nationalized banks in promoting women entrepreneurship.

## Introduction

In recent decades, the global landscape of entrepreneurship has witnessed a transformative shift, with women emerging as a formidable force in the business world. The empowerment of women entrepreneurs is not only a matter of gender equality but also a catalyst for economic growth and social development. Nationalized banks, with their extensive reach and financial expertise, have played a pivotal role in advancing this cause.

This topic delves into the crucial role that nationalized banks play in empowering women entrepreneurs. It explores how these financial institutions, often backed by government initiatives, have provided women with the necessary financial resources, support, and opportunities to turn their entrepreneurial dreams into reality. In doing so, these banks contribute not only to women's economic independence but also to the overall progress and prosperity of their respective nations.

Through this exploration, we will analyze various aspects of the relationship between nationalized banks and women entrepreneurs. This includes the tailored financial products and services offered to women, mentorship and capacity-building programs, and the

broader impact on gender equality and socioeconomic development.

By understanding the multifaceted role of nationalized banks in empowering women entrepreneurs, we can appreciate the significance of fostering an inclusive and equitable entrepreneurial ecosystem. This discussion aims to shed light on the positive impact that financial institutions, in partnership with women entrepreneurs, can have on our societies and economies, ultimately driving progress and prosperity for all.

## 1.1 Background

The participation of women in entrepreneurial activities has witnessed remarkable growth in recent years. Women entrepreneurs are breaking barriers, creating innovative businesses, and driving economic progress. However, women entrepreneurs often face unique challenges related to access to financial resources, market opportunities, and gender-based biases. Nationalized banks, with their extensive reach and government support, play a vital role in empowering women entrepreneurs by providing financial assistance and promoting a conducive entrepreneurial environment.



## 1.2 Research Objectives

The primary objectives of this research are:

- To assess the demographic profile of women entrepreneurs.
- To evaluate the profitability and turnover of businesses owned by women entrepreneurs.
- To analyze the role of nationalized banks in providing financial assistance to women entrepreneurs.
- To understand the perceptions of women entrepreneurs regarding the support and services offered by nationalized banks.
- To examine how demographic factors, influence women entrepreneurs' perceptions of bank assistance.

## Research Methodology

### 2.1 Data Collection

Data for this study were collected through surveys administered to women entrepreneurs across various sectors. The surveys included questions related to demographic information, business profitability, bank assistance, and perceptions of nationalized banks.

### 2.2 Data Analysis

Descriptive statistics were used to summarize demographic profiles, business profitability, and bank assistance. Chi-square tests were employed to analyze the relationship between demographic factors and perceptions of bank assistance. ANOVA tests were conducted to assess the impact of age, educational qualification, income, marital status, and family type on women entrepreneurs' perceptions.

**Table-1**  
**Demographic profile of the women entrepreneurs**

Demographic Profile		Frequency	Percent
Age	18-28 years	15	12.5
	29-39 years	34	28.3
	40-50 years	71	59.2
Educational Qualification	HSC	10	8.3
	UG/PG	47	39.2
	Others	63	52.5
Monthly income	Below Rs.20000	64	53.3
	20000-50000	49	40.8
	Above Rs.50000	7	5.8
Marital status	Married	88	73.3
	Unmarried	32	26.7
Type of family	Joint family	56	46.7
	Nuclear family	64	53.3

Table-1 presents the demographic profile of women entrepreneurs, including age, educational qualification, monthly income, marital status, and family type. The majority of women entrepreneurs were aged 40-50 years, held qualifications at the undergraduate or postgraduate level, earned below Rs. 20,000 per month, were married, and belonged to nuclear families.



**Table-2**  
**Profitability and Turnover of Business**

Description	Opinion	Frequency	Percent
Profitability of the business	Satisfied	111	92.5
	Dissatisfied	9	7.5
Turnover of the business	Satisfied	115	95.8
	Dissatisfied	5	4.2

Table-2 shows that a significant proportion of women entrepreneurs were satisfied with the profitability (92.5%) and turnover (95.8%) of their businesses.

**Table-3**  
**Money assistance by the bank**

Opinion	Frequency	Percent
Yes	107	89.2
No	13	10.8

Table-3 indicates that 89.2% of women entrepreneurs received financial assistance from nationalized banks.

**Table-4**  
**Nationalized banks are providing sufficient financial assistance**

Opinion	Frequency	Percent
Strongly agree	22	18.3
Agree	73	60.8
Neutral	9	7.5
Disagree	10	8.3
Strongly disagree	6	5.0

Table-4 demonstrates that a majority of women entrepreneurs agreed (79.1%) that nationalized banks provided sufficient financial assistance.

**Table-5**  
**Role of Nationalized Banks**

Statement	Opinion	Frequency	Percent
Reduced interest rate	Strongly agree	15	12.5
	Agree	10	8.3
	Neutral	9	7.5
	Disagree	57	47.5



	Strongly disagree	29	24.2
Improved customer service	Strongly agree	14	11.7
	Agree	45	37.5
	Neutral	24	20.0
	Disagree	31	25.8
	Strongly disagree	6	5.0
Increased payment period	Strongly agree	10	8.3
	Agree	19	15.8
	Neutral	10	8.3
	Disagree	56	46.7
	Strongly disagree	25	20.8
Loan accessibility	Strongly agree	15	12.5
	Agree	28	23.3
	Neutral	48	40.0
	Disagree	24	20.0
	Strongly disagree	5	4.2
Encouraging women entrepreneurs	Strongly agree	24	20.0
	Agree	53	44.2
	Neutral	15	12.5
	Disagree	20	16.7
	Strongly disagree	8	6.7
Giving loans in terms of assets	Strongly agree	35	29.2
	Agree	38	31.7
	Neutral	5	4.2
	Disagree	22	18.3
	Strongly disagree	20	16.7

Table-5 explores women entrepreneurs' opinions on the role of nationalized banks in reducing interest rates, improving customer service, increasing payment periods, providing loan accessibility, encouraging women entrepreneurs, and giving loans in terms of assets.

**Table-6**  
**Role of Nationalized Banks based on age of the respondents**

Role of Nationalized Banks	Age	Mean	S.D	F-value	P-value
Reduced interest rate	Below 30 years	2.00	1.46	19.036	0.001
	30-40 years	3.62	0.95		
	Above 40 years	3.97	1.12		
Improved customer service	Below 30 years	2.33	0.48	5.830	0.004
	30-40 years	2.35	1.22		
	Above 40 years	3.03	1.08		
Increased payment period	Below 30 years	2.67	0.97	7.519	0.001
	30-40 years	3.32	1.29		
	Above 40 years	3.86	1.12		
Loan accessibility	Below 30 years	2.67	0.48	0.341	0.712
	30-40 years	2.91	0.66		



	Above 40 years	2.77	1.24		
Encouraging women entrepreneurs	Below 30 years	2.73	1.10	2.696	0.072
	30-40 years	2.76	1.20		
	Above 40 years	2.25	1.15		
Giving loans in terms of assets	Below 30 years	1.67	0.48	14.116	0.001
	30-40 years	1.91	1.08		
	Above 40 years	3.15	1.55		

Table-7

Role of Nationalized Banks based on qualification of the respondents

Role of Nationalized Banks	Qualification	Mean	S.D	F-value	P-value
Reduced interest rate	HSC	3.70	0.67	3.431	0.036
	UG/PG	3.26	1.39		
	Others	3.89	1.22		
Improved customer service	HSC	2.90	1.66	6.912	0.001
	UG/PG	3.17	1.11		
	Others	2.41	0.90		
Increased payment period	HSC	3.20	1.03	1.944	0.148
	UG/PG	3.36	0.81		
	Others	3.76	1.45		
Loan accessibility	HSC	3.60	0.51	3.424	0.036
	UG/PG	2.70	1.02		
	Others	2.75	1.06		
Encouraging women entrepreneurs	HSC	3.00	1.76	1.464	0.236
	UG/PG	2.51	1.14		
	Others	2.33	1.09		
Giving loans in terms of assets	HSC	2.40	0.84	0.121	0.886
	UG/PG	2.62	1.36		
	Others	2.65	1.65		

Table-8

Role of Nationalized Banks based on income of the respondents

Role of Nationalized Banks	Income	Mean	S.D	F-value	P-value
Reduced interest rate	Below Rs.20000	3.33	1.50	4.630	0.012
	20000-50000	4.04	0.73		
	Above Rs.50000	3.43	1.51		
Improved customer service	Below Rs.20000	2.72	1.18	0.458	0.633
	20000-50000	2.73	1.03		
	Above Rs.50000	3.14	1.06		
Increased payment period	Below Rs.20000	3.48	1.29	1.367	0.259
	20000-50000	3.73	1.11		
	Above Rs.50000	3.00	1.15		
Loan accessibility	Below Rs.20000	2.98	0.96	3.465	0.035



	20000-50000	2.51	1.10		
	Above Rs.50000	3.14	0.69		
Encouraging women entrepreneurs	Below Rs.20000	2.42	1.17	0.079	0.924
	20000-50000	2.49	1.21		
	Above Rs.50000	2.57	1.13		
Giving loans in terms of assets	Below Rs.20000	2.80	1.52	1.181	0.311
	20000-50000	2.37	1.45		
	Above Rs.50000	2.71	1.25		

Table-9

Role of Nationalized Banks based on marital status of the respondents

Role of Nationalized Banks	Marital status	Mean	S.D	t-value	P-value
Reduced interest rate	Married	3.92	1.03	21.801	0.001
	Unmarried	2.81	1.55		
Improved customer service	Married	2.86	1.16	6.040	0.015
	Unmarried	2.44	0.91		
Increased payment period	Married	3.85	1.05	6.900	0.010
	Unmarried	2.75	1.29		
Loan accessibility	Married	2.85	1.09	3.396	0.068
	Unmarried	2.66	0.82		
Encouraging women entrepreneurs	Married	2.48	1.24	3.428	0.067
	Unmarried	2.41	1.01		
Giving loans in terms of assets	Married	2.89	1.49	18.320	0.001
	Unmarried	1.84	0.92		

Table-10

Role of Nationalized Banks based on family type of the respondents

Role of Nationalized Banks	Type of family	Mean	S.D	t-value	P-value
Reduced interest rate	Joint family	3.64	1.35	0.044	0.834
	Nuclear family	3.61	1.22		
Improved customer service	Joint family	2.93	1.14	0.232	0.631
	Nuclear family	2.59	1.08		
Increased payment period	Joint family	3.68	1.04	5.702	0.019
	Nuclear family	3.45	1.35		
Loan accessibility	Joint family	3.18	0.69	16.910	0.001
	Nuclear family	2.47	1.16		
Encouraging women entrepreneurs	Joint family	2.98	1.39	88.482	0.001
	Nuclear family	2.00	0.69		
Giving loans in terms of assets	Joint family	2.41	1.04	37.240	0.001
	Nuclear family	2.78	1.70		



Tables-6 to 10 analyze the impact of demographic factors on women entrepreneurs' perceptions of nationalized banks. The findings reveal that age, educational qualification, income, marital status, and family type significantly influence their opinions regarding various aspects of bank assistance.

## Conclusion

Nationalized banks play a crucial role in empowering women entrepreneurs by offering financial assistance, reducing interest rates, and improving customer service. The demographic profile of women entrepreneurs influences their perceptions of bank assistance, highlighting the importance of tailored support. The findings underscore the need for continued efforts to promote gender equality in entrepreneurship and enhance the role of nationalized banks in supporting women entrepreneurs.

## Recommendations

Based on the research findings, it is recommended that:

- Nationalized banks should further customize their financial products and services to meet the diverse needs of women entrepreneurs.
- Educational initiatives and capacity-building programs should be promoted to empower women entrepreneurs with the skills needed for business success.
- Government policies and incentives should encourage women's participation in entrepreneurship and strengthen the role of nationalized banks in supporting their endeavors.

## Future Research

Future research can explore the long-term impact of nationalized bank support on the growth and sustainability of women-owned businesses. Additionally, a comparative analysis of the effectiveness of nationalized banks versus private banks in empowering women entrepreneurs can provide valuable insights.

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