

# The Influence of Entrepreneurial Support Systems on Women-Led Businesses in Kamrup, Assam

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## Abstract

*This study examines the influence of entrepreneurial support systems on women-led businesses in Kamrup, Assam, with a focus on rural and urban women entrepreneurs. The research explores various support mechanisms, including access to financial resources, mentorship programs, digital tools, government policies, and social networks. Urban women have greater access to financial aid, mentorship, digital platforms, and government schemes, while rural women face challenges in these areas. The findings highlight the need for targeted interventions to enhance financial inclusion, digital literacy, and awareness of government policies in rural areas, aiming to bridge the gap between rural and urban women entrepreneurs.*

**Keywords:** Entrepreneurial Support Systems, Women Entrepreneurs, Rural areas

## Introduction

Women entrepreneurs play a critical role in driving economic development, especially in emerging economies like India. However, despite their significant contributions, women-led businesses often face numerous barriers, including limited access to financial resources, insufficient mentorship, and a lack of awareness of government support systems [1]. In Kamrup district, Assam, there is a stark difference in the entrepreneurial landscape for women in rural versus urban areas, where the accessibility and utilization of support systems vary significantly. These support systems, such as financial support, mentorship programs, digital tools, and government policies, are essential to fostering the growth and sustainability of women-led businesses [2]. Studies have shown that urban women entrepreneurs benefit more from formal support structures, such as access to capital and digital platforms, while rural women encounter significant challenges such as limited financial inclusion, inadequate digital infrastructure, and lower awareness of government schemes [3]. This paper seeks to

explore the influence of these support systems on women-led businesses in Kamrup, Assam, particularly focusing on the disparities between rural and urban women entrepreneurs. Understanding these differences can help inform targeted policy interventions aimed at improving the entrepreneurial ecosystem for women in rural areas [4]. Moreover, the findings of previous research highlight the importance of social networks in supporting women entrepreneurs. While urban women tend to have access to broader professional networks, rural women rely more on local networks, which may offer fewer opportunities for business expansion [5]. This study employs a mixed-methods approach, utilizing both quantitative surveys and qualitative interviews, to provide a comprehensive understanding of the current challenges and opportunities for women entrepreneurs in Kamrup. The goal is to bridge the gap between rural and urban women entrepreneurs, fostering a more inclusive and supportive entrepreneurial ecosystem [6], [7].

## Results

This study presents the findings from the data collected in the study of the influence of entrepreneurial support systems on women-led businesses in Kamrup, Assam. The study focuses on various aspects of entrepreneurial support systems, including access to financial resources, mentorship programs, use of digital tools, awareness of government policies, and the role of social networks. The results are presented in the form of tables followed by detailed discussions to understand how these support systems affect the growth and development of women-led businesses in both rural and urban areas.

### Demographic Profile of Respondents

The total sample for the study consists of 100 women entrepreneurs, with 50 rural women entrepreneurs and 50 urban women entrepreneurs. The demographic characteristics of the sample are summarized below.

**Table 1: Demographic Profile of Respondents**

Variable	Total Sample (n=100)	Rural Women Entrepreneurs (n=50)	Urban Women Entrepreneurs (n=50)
<b>Age</b>			
- Average Age	36.5	35.2	38.0
- Age Group			
- 18-30 Years	35%	45%	25%

Variable	Total Sample (n=100)	Rural Women Entrepreneurs (n=50)	Urban Women Entrepreneurs (n=50)
- 31-40 Years	45%	35%	50%
- 41+ Years	20%	20%	25%
<b>Education Level</b>			
- Primary	30%	40%	20%
- Secondary	40%	50%	30%
- Tertiary	30%	10%	50%
<b>Years of Business Experience</b>			
- Less than 2 Years	10%	25%	5%
- 2-5 Years	45%	40%	50%
- More than 5 Years	45%	35%	45%

Table 1 illustrates the demographic distribution of the respondents. The average age of the respondents is 36.5 years, with urban women being slightly older than rural women. Education levels indicate that rural women have a higher percentage of secondary education compared to their urban counterparts, where tertiary education is more common. The years of business experience show that a higher proportion of urban women entrepreneurs have been in business for more than five years, indicating greater exposure to the entrepreneurial ecosystem in urban areas.

## Quantitative Data Analysis

### 1. Descriptive Statistics

Descriptive statistics provide a summary of the demographic characteristics of the respondents, along with their responses to questions about entrepreneurial support systems.

**Table 2: Descriptive Statistics of Key Variables**

Variable	Total Sample (n=100)	Rural Women (n=50)	Urban Women (n=50)
<b>Financial Support</b>	0.65	0.25	0.40
<b>Mentorship Programs</b>	0.40	0.20	0.60
<b>Digital Tools</b>	0.55	0.10	0.50
<b>Government Policies</b>	0.65	0.15	0.70
<b>Social Networks</b>	0.80	0.60	0.90

- The mean values show a significant difference in the access to entrepreneurial support systems between rural and urban women. Urban women have better access to mentorship, digital tools, government policies, and social networks. Rural women, on the other hand, have limited access to these resources, particularly in digital tools and financial support.

### 3. T-Tests

The T-test is used to analyze the significant differences in the mean scores between rural and urban women for continuous variables such as financial support, mentorship programs, and digital tools. We will use independent T-tests to compare the means of these two groups.

**Table 9: T-Test Results for Key Variables**

Variable	t-Statistic	Degrees of Freedom	P-Value
Financial Support	-4.02	98	0.000
Mentorship Programs	-5.58	98	0.000
Digital Tools	-6.45	98	0.000
Government Policies	-3.58	98	0.001
Social Networks	-4.12	98	0.000

- All the variables show statistically significant differences between rural and urban women entrepreneurs. The t-values for these variables are all quite large, and the p-values are less than the significance level of 0.05, indicating that there are significant differences in the mean scores between rural and urban women for financial support, mentorship programs, digital tools, government policies, and social networks.
- Digital tools and mentorship programs show the highest t-statistics, indicating that the gap between rural and urban women in terms of access to these resources is particularly large.

The results of this study reveal significant disparities between rural and urban women entrepreneurs in Kamrup, Assam, in terms of access to entrepreneurial support systems. The findings highlight that while urban women entrepreneurs benefit from better access to financial support, mentorship programs, digital tools, and government policies, rural women face numerous barriers that hinder their business growth. Bridging these gaps through

targeted interventions and improved support systems can help foster an inclusive and empowering entrepreneurial ecosystem for women in Assam.

## Conclusion

In conclusion, this study highlights the significant disparities between rural and urban women entrepreneurs in Kamrup, Assam, regarding their access to entrepreneurial support systems. Urban women benefit from greater access to financial support, mentorship programs, digital tools, and government policies, which contribute to their business success. In contrast, rural women face substantial barriers, including limited access to financial resources, mentorship, and digital tools, and lower awareness of government schemes. These findings emphasize the need for targeted interventions to enhance support systems in rural areas, such as improving financial inclusion, increasing digital literacy, and raising awareness about available government policies, to foster a more inclusive and equitable entrepreneurial ecosystem for women in Kamrup.

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