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A Study on Financial Inclusion and Women Economic Empowerment with Reference to Government Initiatives in Kalyana Karnataka Region

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***Abstract*—This study examines the role of financial inclusion in improving the economic empowerment of women through government initiatives in the Kalyana Karnataka region, particularly in Ballari and Vijayanagara districts. It evaluates women's awareness, access, and use of financial inclusion schemes such as Stree Shakti, Udyogini, and Gruha Lakshmi. The study is based on primary data collected from 200 women beneficiaries using a structured questionnaire. The findings show that government initiatives have improved women's access to banking, savings, credit, and financial decision-making. However, challenges such as low financial literacy and limited awareness still exist. The study concludes that strengthening financial inclusion programmes and increasing awareness can further enhance women's economic empowerment.**

I. INTRODUCTION

Financial inclusion means providing easy and affordable access to banking and financial services such as savings, loans, insurance, pensions, and digital payments. It plays an important role in improving women's economic empowerment by helping them become financially independent. The Government of India and the Government of Karnataka have introduced several schemes, including Stree Shakti, Udyogini, Gruha Lakshmi, and Pradhan Mantri Jan Dhan Yojana, to support women financially. This study focuses on the impact of these government initiatives on women's economic empowerment in the Kalyana Karnataka region, particularly in Ballari and Vijayanagara districts, and examines their awareness, utilization, and overall benefits.

II. LITERATURE REVIEW

1. Dr. Roopa Sangan, Dr. Deepika Ameta & Prof. Shivani Bagul (2026)Women Became Leader, Entrepreneurs and Skilled Works for Green Economy: With Special Reference to Kalyana Karnataka Region. The authors explain that women contribute significantly in building a green economy through leadership, entrepreneurship, and skill development. Earlier studies show that women contribute to organic farming, renewable energy, waste management, and self-help groups, but they presistently encounter challenges such as lack of training, finance, education, and market access. The review also highlights that there is very little research on women's role in the green economy in the Kalyana Karnataka region. Therefore, the study aims to fill this gap by examining women's participation and opportunities in sustainable development.

2. Dr. Paul D. Madhale, Prof. Milka D. Madhale, and Jonathan Borges (2024)women empowerment through education in Karnataka.The authors studied the importance of education in empowering women in Karnataka. The study explains that education helps women to improve their confidence, knowledge, decisionmaking ability, and social status. It also helps in reducing gender inequality and improving the quality of life of families and society. The study highlights that female literacy has increased over the years, butrural women and

disadvantaged groups presistently encounter problems in getting education. Government schemes and educational support serve a key function in enhancing women's literacy and empowerment.

3. Smt. Shivaleela S. W. and Dr. ShobhaB. Hangarki (2024) Evolving Women Empowerment of recent developments and Innovations with in SHGs in Kalyana Karnataka reigon. The authors studied the emerging trends and innovations in Self-Help Groups (SHGs) in Kalyana Karnataka. Previous studies showed that SHGs have improved women's decision-making power, financial independence, and social status. The research also highlighted the importance of digital tools, skill development, e-commerce, and sustainable practices in improving SHG activities. Government programmes and financial inclusion have helped women become economically independent. However, SHGs presistently encounter challenges such as digital barriers and market competition.

4. Deepa S. R. & Sonia Delrose Noronha(2024)A Comprehensive Literature Review on Women's Empowerment in Self-Help Groups and Digital Initiatives. The authors reviewed many studies on women's empowerment through Self-Help Groups (SHGs) and digital initiatives. They found that SHGs help women improve their income, savings, confidence, decision-making, and entrepreneurial skills. The review also explains that digital literacy and digital financial services increase women's financial inclusion and economic independence. However, challenges such as lack of digital awareness, poor internet access, low education, and social barriers still prevent many women from fully benefiting from these initiatives.

5. Vishwesh S. Hiremath & Dr. R. N. Mangoli(2024)KSRTC Buses Passenger Safety and Security: Challenges of Karnataka State's Shakthi Yojana .The authors explain that public transport is important for women's mobility, economic growth, and social development. They discuss that the Shakthi Yojana has helped women by providing free bus travel, reducing travel costs, and increasing their independence. However, previous studies also highlights challenges such as safety, security, infrastructure, and service quality in public transport. The study suggests that better safety measures, staff training, and awareness programs are needed to make the scheme more effective.

6. Deeksha K., Karunakaran A. & L. Mynavathi(2024)Impact of Stree Shakti Yojana in Karnataka: Analysis of BMTC. The authors reviewed earlier studies on women's empowerment, free bus travel schemes, and sustainable development. They found that low cost public transport enchan women's mobility, education, employment, and financial independence. Previous research also highlighted that free travel schemes reduce travel expenses and increase women's participation in economic activities. However, issues such as overcrowding, safety concerns, and the need for better transport infrastructure still remain.

7. JustJobs Network & Centre for Gender Analysis(2024)Fare-Free Public Transit and Women's Economic Participation. The authors reviewed earlier studies on women's mobility, public transport, and economic participation in India and other countries. They found that free or subsidized public transport helps women reduce travel costs, improve access to education and employment, and increase financial savings. Previous studies also showed that safe, affordable, and reliable transport improves women's independence and participation in economic activities. However, challenges such as overcrowding, poor last-mile connectivity, and safety issues still limit the full benefits of these schemes.

8. Mrs. Naseem Firdos, Dr. Ravichandra Reddy, and Dr. M.R. Jhansi Rani (2023)A Review of Stree Shakthi Scheme in Rural Women Empowerment. The authors studied the role of the Stree Shakthi Scheme in empowering rural women in Karnataka. The study explains that Self-Help Groups (SHGs) and microfinance help women improve their income, savings, employment opportunities, confidence, and social status. Earlier studies showed that the scheme has increased women's economic independence and participation in decision-making. However, many women presistently encounter problems such as lack of awareness, insufficient training, limited marketing facilities, and poor access to financial services. Proper support from government and NGOs is necessary for the successful empowerment of rural

women.

9. Naseem Firdos and Dr. Ravichandra Reddy (2023) Empowerment of Rural Women Through Stree Shakti Scheme in Karnataka: A Review of Literature.The authors reviewed previous studies on the Stree Shakti Scheme in Karnataka. The review revealed that SHGs have improved women's income, savings, and employment. Women have become more confident and financially independent. The scheme has also improved their social status. However, lack of awareness, training, and marketing support still affect many women. More government support is needed for better implementation. Overall, the Stree Shakti Scheme has positively empowered rural women**.**

10. V. A. Chowdappa and Dr. Basavaraj S. Benni (2023)Title: Impact of MGNREGA on Rural Livelihoods in Ballari District.The study explains that MGNREGA has created employment in rural region . It has reduced poverty and improved livelihoods. Women have actively participated in the programme. Rural infrastructure has also improved through the scheme. Beneficiaries have experienced better economic conditions. Some implementation problems still exist. The study concludes that MGNREGA supports rural development.

Statement of the Problem

The Government of Karnataka has introduced schemes like Shree Shakti and Udyogini to improve women's financial inclusion and economic empowerment. However, many women in the Kalyana Karnataka region are not fully aware of these schemes or face difficulties in getting their benefits. Because of this, their access to banking, loans, self-employment, and financial independence remains limited. Hence, this the study proposes to understand how these schemes are helping women and identify the challenges in their implementation and use.

Objectives

1. To analyse the various government initiatives of women Empowerment
2. Evaluate the execution, reach and awareness of key state sponsored financial inclusion initiatives among womens in kalyana karnataka region.
3. To evaluate the role of government on womens economic participation and financial independence in Kalyan karnataka region.

Research methodology

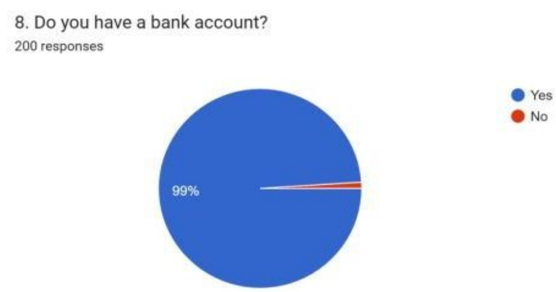
Source of Data: Primary Data Method ofCollection:- Structured Questionnaire (Google Forms)

Respondents:Only womens who have benifited

Study Area: Ballari District Sampling Technique: Convenience Sampling

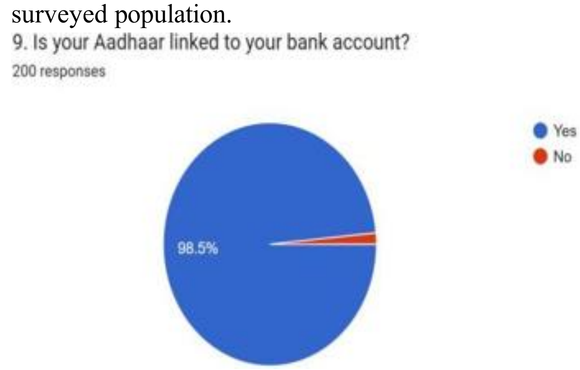
Sample Size: 200 respondents

Data Analysis and Interpretation



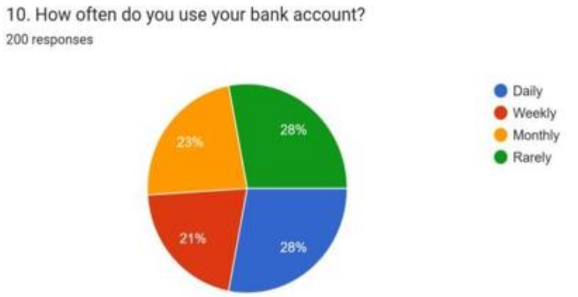
Interpretation:

The chart represent the findings show that 99% of the respondents have a bank account, while only 1% do not. This indicates that almost all respondents have access to formal banking services, reflecting a high level of financial inclusion and suggesting that banking facilities have reached the majority of the surveyed population.



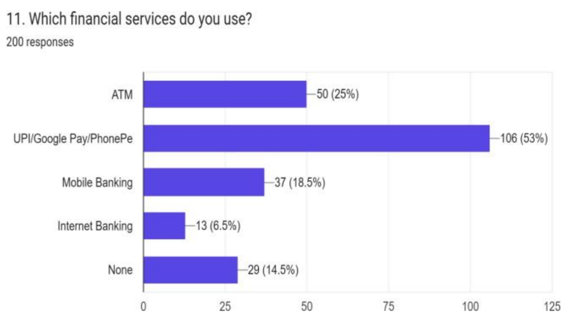
Interpretation:

The chart results show that 98.5% of the respondents have linked their Aadhaar with their bank account, while only 1.5% have not. This indicates that Aadhaar-bank account linkage is almost universal among the respondents, reflecting a high level of participation in the formal banking system and easier access to government schemes and financial services.



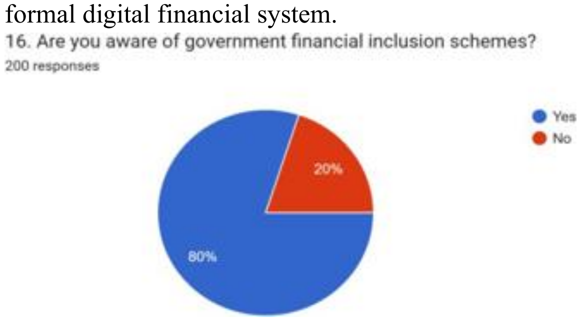
Interpretation:

The results show that 28% of respondents use their bank account daily, while another 28% use it rarely. 23% use their bank account monthly, and 21% use it weekly. Overall, the findings indicate that although many respondents actively use banking services, a similar proportion use their accounts only occasionally, suggesting there is still scope to encourage more regular banking habits.



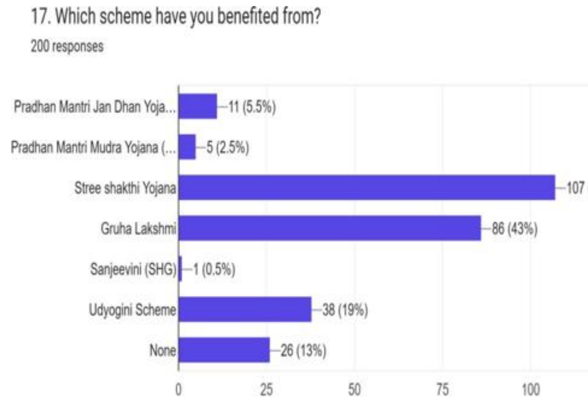
Interpretation:

The chart represent findings show that UPI services (Google Pay/PhonePe) are the most widely used financial service, with 53% of respondents using them. This is followed by ATM services (25%) and mobile banking (18.5%). Only 6.5% of respondents use internet banking, while 14.5% do not use any financial services. Overall, the results indicate that digital payment platforms have become the preferred mode of financial transactions, although a small section of respondents still remains outside the formal digital financial system.



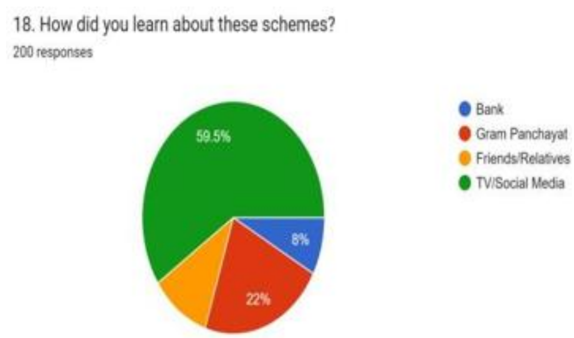
Interpretation:

The chart show that 80% of respondents are aware of government financial inclusion schemes, while 20% are not aware of them. This indicates a high level of awareness among the majority of respondents. However, one-fifth of the respondents still lack awareness, highlighting the need for more effective awareness campaigns and outreach programmes to ensure that everyone can benefit from these schemes



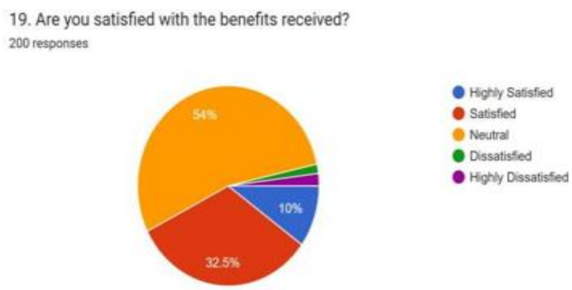
Interpretation

The chart findings show that Stree Shakthi Yojana (53.5%) is the scheme from which the highest number of respondents have benefited, followed by Gruha Lakshmi (43%). Udyogini Scheme (19%) has also benefited a considerable number of respondents, while Pradhan Mantri Jan Dhan Yojana (5.5%) and Pradhan Mantri Jeevan Jyoti Bima Yojana (2.5%) have lower participation. Only 0.5% have benefited from Sanjeevini (SHG), and 13% reported that they had not benefited from any scheme. Overall, the results indicate that state government welfare schemes are benefiting more respondents than other financial inclusion schemes.

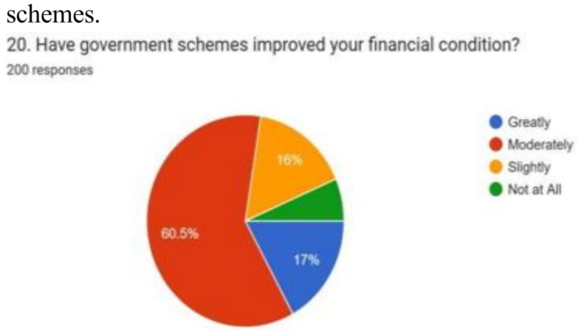


Interpretation:

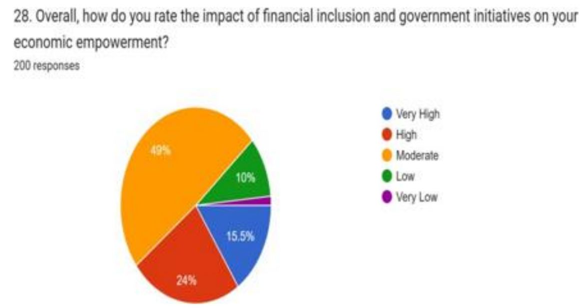
The findings show that 59.5% of respondents learned about government financial inclusion schemes through TV and social media, making it the most common source of information. 22% came to know about the schemes through the Gram Panchayat, while 10.5% learned from friends or relatives. Only 8% received information directly from banks. Overall, the results indicate that mass media plays the most important role in creating awareness about financial inclusion schemes.



Interpretation:
The chart findings show that 54% of respondents are neutral about the benefits they received from financial inclusion schemes. 32.5% are satisfied, while 10% are highly satisfied. Only a small proportion (2% dissatisfied and 1.5% highly dissatisfied) expressed dissatisfaction. Overall, the results suggest that most respondents have a moderate to positive opinion of the benefits, although there is room to improve satisfaction with these schemes.



Interpretation
The chart findings show that 60.5% of respondents feel that government schemes have moderately improved their financial condition, making it the most common response. 17% believe the schemes have greatly improved their financial condition, while 16% feel the improvement has been slight. Only 6.5% reported that the schemes did not improve their financial condition at all. Overall, the results suggest that government financial inclusion schemes have had a positive impact on the financial well-being of most respondents, although the level of improvement varies.



Interpretation:
The chart indicate that respondents generally view the impact of financial inclusion and government initiatives on economic empowerment positively. Nearly 49% rated the impact as moderate, while 24% considered it high and 15.5% rated it very high. Only 10% felt the impact was low, and very few rated it very low. Overall, the results says that most participants believe these initiatives have made a meaningful contribution to their economic empowerment.

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