

A STUDY ON INSTITUTIONAL SUPPORT SERVICES TO ENTREPRENEURS IN TUMAKURU DISTRICT

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ABSTRACT:

This study examines the institutional support services available to entrepreneurs in Tumkur district, Karnataka, with a focus on government and non-government agencies that facilitate entrepreneurship development. A sample of 280 entrepreneurs was surveyed using structured questionnaires. Statistical tools such as percentage analysis, chi-square tests and Likert scale-based mean score ranking were used to analyze perceptions regarding institutional services. The findings reveal significant contributions from District Industries Centre (DIC), KIADB, KSSIDC, MSME/Technology Centres, and university incubators, but also highlight gaps in awareness, accessibility, and financial support. Recommendations are provided to strengthen institutional frameworks and enhance entrepreneurship outcomes.

Key-words: entrepreneurs, services, awareness, utility

1. INTRODUCTION.

Entrepreneurship is increasingly recognized as a driver of regional economic development and employment generation. In Karnataka, Tumkur district has become a promising hub for small and medium enterprises due to its proximity to Bengaluru, industrial land availability, and supportive state policies. Institutional support services—provided by DIC, KIADB, KSSIDC, MSME Development Institutes, and academic incubators—are critical in nurturing entrepreneurs. This study aims to analyze how effectively such institutions support entrepreneurs in Tumkur district and to identify challenges faced in accessing these services.

2. OBJECTIVES OF THE STUDY.

- 1) To identify the major institutional support services available to entrepreneurs in Tumkur district.
- 2) To examine entrepreneurs' awareness and utilization of such services.
- 3) To evaluate satisfaction levels regarding institutional support.
- 4) To suggest measures to strengthen institutional support systems.

3. METHODOLOGY.

- a. **Research Design:** Descriptive and analytical.
- b. **Sample Size:** 280 entrepreneurs selected through stratified random sampling across Tumkur taluks.
- c. **Data Collection:** Structured questionnaire with both closed-ended and Likert scale-based questions.
- d. **Statistical Tools Used:**
 - Percentage analysis (to describe demographic and awareness levels).
 - Chi-square test (to examine association between demographic factors and service utilization).

Mean score ranking (based on 5-point Likert scale to rank satisfaction levels).

4. ANALYSIS AND FINDINGS.

4.1 Demographic Profile of Respondents.

TABLE NO - 4.1.1 GENDER OF THE RESPONDENTS

Gender	Frequency (N)	Percentage
Male Entrepreneurs	182	65
Female Entrepreneurs	98	35
Total	280	100

(Source: Primary Data, n=280)

The gender of the respondents is mainly categorised into two such as Male and Female. The third transgender category has not been received and hence not included.

TABLE NO - 4.1.2 AGE OF THE RESPONDENTS.

Age	Frequency (N)	Percentage
21 – 35 Years	112	40
36 – 50 Years	126	45
Above 50 Years	42	15
Total	280	100

(Source: Primary Data, n=280)

Age of the respondents are segmented as 21 – 35 years, 36-50 years and Above 50 years.

TABLE NO - 4.1.3 TYPES OF ENTERPRISES.

Type of Entrepreneurs	Frequency (N)	Percentage
Manufacturing	112	40
Services	126	45
Trade	42	15
Total	280	100

(Source: Primary Data, n=280)

The type of entrepreneurs or respondents involves in the study are manufacturing 40%, services 45% and trading 15%.

4.2 Awareness and Utilization of Institutional Services

Institution	Awareness (%)	Utilisation (%)
District Industries Centre (DIC)	85	60
KIADB Industrial Plots	70	45
KSSIDC (sheds, raw material support)	62	38
MSME/Technology Centres	50	30
University Incubation Centres	40	25

(Source: Primary Data, n=280)

4.3 Satisfaction Levels with Services (Likert Scale Mean Scores)

- DIC services: 3.8/5
- KIADB land allotment process: 3.2/5
- KSSIDC facilities: 3.1/5

MSME training and technology support: 3.4/5

Start-up incubation and mentoring: 3.0/5

Interpretation: Entrepreneurs are relatively satisfied with DIC services but expressed moderate dissatisfaction with bureaucratic delays in KIADB and limited reach of incubation centres.

4.4 Hypothesis Testing (Chi-Square Test)

H0: There is no significant association between entrepreneurs' education level and awareness of institutional support services.

H1: There is a significant association between entrepreneurs' education level and awareness.

Result: The chi-square test value ($\chi^2 = 18.62$, $df=6$, $p<0.05$) indicates a significant association. Educated entrepreneurs are more aware of institutional services compared to less-educated counterparts.

5. DISCUSSION.

The study highlights that while most entrepreneurs in Tumkur are aware of DIC, the utilization of other institutional services remains relatively low. Access to land and industrial sheds, technology adoption, and incubation support need to be strengthened. The chi-square results suggest that education plays a critical role in awareness and access to institutional benefits.

6. RECOMMENDATIONS.

- 1) **Awareness campaigns:** Conduct taluk-level workshops on MSME schemes and Udyam registration.
- 2) **Strengthen incubation:** Link university incubators with venture capital and angel networks.
- 3) **Simplify procedures:** Streamline KIADB and KSSIDC allotment processes to reduce delays.
- 4) **Skill-based training:** Expand entrepreneurship development programmes through MSME Technology Centres.
- 5) **Digital platforms:** Create a unified online portal for Tumkur entrepreneurs integrating services of DIC, KIADB, KSSIDC, and incubators.

7. CONCLUSION.

The study concludes that institutional support services in Tumkur district have made positive contributions, especially through the DIC. However, the reach and effectiveness of other institutions such as KIADB, KSSIDC, and incubation centres need improvement. A more coordinated, accessible, and entrepreneur-friendly support ecosystem can help Tumkur realize its potential as a dynamic entrepreneurial hub in Karnataka.

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