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BRIDGING FUNDING GAP: EVALUATING AN AI-POWERED PLATFORM TO ENHANCE DIGITAL LITERACY AND ENTREPRENEURIAL SELF-EFFICACY AMONG WOMEN ENTREPRENEURS IN INDIA

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Abstract

Women are the cornerstone of inclusive and sustainable economic development. However, for numerous women entrepreneurs in rural and semi-urban India, accessing government funds is still a challenge. Although numerous schemes are available, complex processes and low levels of digital literacy among women act as a deterrent. This paper evaluates a bilingual, AI-based platform called womenbizsupport.com, designed to bridge the gender gap in business by offering a simplified means to access information on funding. It matches women entrepreneurs to appropriate schemes, helps them understand the eligibility criteria, and guides through the application process. A total of 310 women in Tirupati District attended this structured training programme, followed by an evaluation prior to and subsequent to

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the training. The findings revealed improvements in digital literacy, KYC documentation, awareness of funding schemes, and preparation of structured business plans. The results also revealed that closing the gap between the policy intentions and access to finance requires managed development of skills.

Keywords: *Women entrepreneurship, digital literacy, AI-enabled platforms, funding schemes, entrepreneurial self-efficacy*

JEL Code : *J12, L26, M15, O33*

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1. Introduction

Women's entrepreneurship is a significant catalyst in promoting inclusive economic development and poverty alleviation in emerging economies, including India. Although opportunities are being created in the form of government and institutional fund schemes, there is very limited access due to lack of awareness and inhibitions regarding digitization, literacy, and confidence levels, particularly in rural and semi-urban areas of India **(Sharma & Gupta, 2021)**.

Online governance and financial systems could improve efficiency, transparency, and scalability. But without digital competence, language inclusiveness, and procedural help, these systems could only perpetuate exclusion. Evidence suggests that knowledge portals by themselves are not adequate and need to be complemented by user-friendly design and development interventions **(Pillai & Menon, 2021)**.

This paper examines WomenBizSupport.com, that is an AI-based web prototype, which helps budding women entrepreneurs to appropriate funds available to them and understand the eligibility criteria associated with the schemes by simplified and bilingual interfaces. The website is equipped with the facilities of eligibility-based fund selection and guidance, using an AI-based chatbot assistance. The quasi-experimental pre and post research design was used to evaluate the impact of training and WomenBizSupport.com's hands- on session, on levels of digital literacy, financial literacy, self-efficacy, and usability. The study provides practical insights into how an AI powered digital platform can bridge information gap and improve access to funding opportunities for women entrepreneurs. The findings also highlight the significance of combining technological tools, with targeted training programmes, to enhance the user confidence, adoption and long-term engagement with digital support systems.

2. Literature review

It is clear that information and communication technology is an important enabling factor for women's entrepreneurship. According to **Hammad and El Naggar (2023)**, information and communication technology helps in connecting and building social capital that leads to opportunity discovery and entrepreneurial capacity building. Research, based on GEM, shows that women have inadequate access to information and lack proper guidance and information technology assistance **(Brush et al., 2019)**.

In the Indian context, usability and accessibility have emerged as significant challenges. **Sharma & Gupta (2021)** have pointed out that unintuitive design, navigation, and the absence of multi-language support have emerged as significant hindrances, especially among rural and semi-urban women. **Rao & Patel (2022)** have noticed that lack of

confidence, the inability to understand the language, and the absence of support facilities have restricted self-use of the platforms. **Kulkarni (2021)** has again identified fear of mistakes, the lack of awareness about KYC, and cyber threats to be significant hindrances to the use of digital financial services.

Khan (2023) suggests that if women are supported in the process of completing their business program applications, which are specifically designed for them, then the chances of their getting accepted are significantly higher, about 45% more than if they were to simply use regular websites. **Pillai., et al. (2025),** in their study, highlighted the fact that enterprises led by women are able to create employment opportunities, improve the standard of living of the disadvantaged groups, including women employees. **Ndaghu et al. (2022)** employed path analysis to demonstrate that competencies, including cash flow management and financial planning, exert substantial positive impact on the growth of women-led micro-enterprises.

The team, led by **Hazarika (2025),** created an AI system that can converse in various languages in a mixed manner, like English. **Pillai and Menon (2021)** discovered that interaction-enabled tools can remove the fear factor while **Arora and Kaur (2022)** argue that design should not overlook the cultural aspect. Further, **Goswami and Kulkarni (2021)** asserted that chatbots make it easier to get information about starting a business without having to rely on physical middlemen.

Kumar (2023), along with **Prakash and Reddy (2021),** argue that there is need for intelligent systems, that offer suggestions based on what the user is looking for in order to facilitate the bridging of the gap between the expected and the actual. **Jaitley and Thangallapally (2022)** evidenced that the internet usage training programs for women can open the doors for them to get money, related knowledge, initiate businesses, and participate in decision making.

3. Statement of the Problem

While there is lot of evidence supporting the potential of digital and AI-enabled platforms, the number of studies based on real-world data is still very little, particularly in the context of evaluation of AI-based functional prototypes that are specifically tailored for women entrepreneurs in rural and semi-urban areas of less developed countries. Further, there is insufficient integrated assessment of training interventions, along with system use to capture changes in digital literacy, self-efficacy, and usability and empirical testing of eligibility-driven, bilingual, user-centric platforms through pre–post intervention designs. These gaps indicate that there is the need for AI-driven, language-friendly, and culturally sensitive digital platforms that are community-supported through interventions, to break down the remaining barriers in women's entrepreneurship.

4. Need of the Study

Women entrepreneurs play an important role in facilitating inclusive economic growth, particularly in a developing country like India. Despite the availability of several Government funding schemes, many women entrepreneurs, especially from rural and semi urban areas, face challenges in accessing these government schemes because of lack of digital literacy, lack of awareness about the existing schemes, low confidence in dealing with banks and financial institutions. Further, the information related to schemes are scattered and not user friendly and they are primarily in English language, preventing women from benefitting from these schemes.

Therefore, there is growing demand for a simple, user friendly, bilingual (English and Telugu) platform like womenbizsupport.com. This study examines the effectiveness of this AI powered platform, combined with the structured training provided to entrepreneurs.

5. Objectives of the Study

- To evaluate the impact of the structured training and AI-powered digital prototype on women entrepreneurs' digital and financial literacy.
- To examine the influence of the structured training and AI-powered digital prototype on entrepreneurial self-efficacy among women entrepreneurs.
- To assess and interpret the prototype's usability by using the System Usability Scale (SUS) and its acceptance among users.
- To analyse the relationship between System Usability Scale (SUS) scores and user acceptance indicators such as satisfaction with training quality, intention to apply for at least one scheme within four weeks and willingness to recommend prototype to other entrepreneurs.

6. Hypotheses of the Study

- H_1: The training intervention will present significant impact on participants' digital and financial literacy improvement.
- H_2: AI-powered prototype exposure will lead to significant increase in entrepreneurial self-efficacy.
- H_3: The AI powered prototype demonstrates acceptable usability, as measured by System Usability Scale (SUS) (i.e., SUS score > 68).
- H_4: There is significant association between SUS scores and satisfaction with the training quality.
- H_5: There is significant association between SUS scores and intention to apply for at least one scheme within four weeks.
- H_6: There is significant association between SUS scores and willingness to recommend the prototype to other entrepreneurs.

7. Research Methodology

7.1 Sample Selection

The study was undertaken in the Tirupati District of Andhra Pradesh. For the purpose of the study, a cluster sampling technique was used. Women entrepreneurs and those who aspire to become entrepreneurs were the participants. Cluster sampling was considered appropriate due to geographical dispersion of respondents and the need to conduct training programmes across selected locations. The District was divided into four geographical clusters, namely, Tirupati, Renigunta, Sri Kalahasti and Chandragiri. A non-proportionate sampling approach was followed due to higher concentration of women entrepreneurs in Tirupati. Out of 310 respondents, 140 respondents were from Tirupati, 60 from Renigunta, 55 from Sri Kalahasti and 55 from Chandragiri.

7.2 Sources of Data

Womenbizsupport.com's impact on digital and financial literacy, entrepreneurial self-efficacy, and usability were evaluated with a quasi-experimental, single-group pre-test–post-test approach. The primary data were collected through structured questionnaires, which were distributed before and after the intervention, thus allowing for the measurement of changes. The instrument consisted of Socio-demographic profile, Digital and financial literacy, Entrepreneurial self-efficacy, Prototype usability and acceptance and participant feedback and satisfaction.

7.3 Study Period

The study was based on the project, funded by PM USHA, which was involved in the development of prototype, womenbizsupport.com. The project was for a period of one year from January 2025 to December 2025. The data were collected from women entrepreneurs during the training and WomenBizSupport.com hands-on sessions, conducted from September 2025 to December 2025.

7.4 Tools used for Analysis

- Data were processed and analysed with the help of the IBM SPSS software.
- By means of Descriptive Statistics, frequencies and percentages were used to summarize and present the socio-demographic characteristics and feedback responses.
- Reliability of measurement scales (pre and post intervention) was assessed, by using Cronbach's Alpha.
- Pre- and post-intervention scores for digital literacy as well as entrepreneurial self-efficacy were compared through Paired Sample t-test as the data satisfied normality assumptions.
- Chi-square tests of independence were utilized for determining the association between user acceptance and perceived usability of prototypes, represented by System Usability Scale (SUS) scores.

8. Analysis and interpretation

8.1 Socio Demographic Profile of Respondents

The data analysis commenced with a description of the socio-demographic background of the respondents, as provided in **Table-1**. It summarizes the socio, demographic background of the respondents. Majority of respondents were aged between 35 and 45 years (80.6%) and hence the sample was predominantly composed of middle-aged people. Almost half of the respondents had been educated up to the school level (44.7%) and the college level (38.8%). The social categories of the respondents were almost equally represented, as a considerable number of the participants were from the SC and ST groups (30.1% each). The majority of respondents were self- employed (75.7%) and lived in rural areas (76.7%), thus revealing the circumstances of rural women entrepreneurs, who were engaged in livelihood and small business activities.

8.2 Pre-Intervention Funding Application Experience: Application Status and Barriers in Accessing Government Schemes

Before the training, respondents' participation in government and institutional funding programs was evaluated. This included challenges they faced during application or reasons for not applying. In addition, it provided information about the barriers encountered before using WomenBizSupport.com.

Table-2 and **Graph-1** present the funding applications of the respondents. The majority (70.9%) had applied and the main challenges they faced were: too many documents (35.9%), lack of guidance (27.2%) and low confidence (18.4%). Those who had not applied (29.1%) said that they felt ineligible (8.7%), the procedures were too complex (7.8%), they were afraid of rejection (5.8%) and their digital skills were limited (4.9%). In general, the complexity of the procedures, insufficient guidance and lack of confidence prevented people from effectively accessing funding schemes.

8.3 Assessment of Digital Literacy and Entrepreneurial Self-Efficacy: Pre-and Post-Intervention

Table-3 presents the reliable statistics for factors used to measure digital literacy and entrepreneurial self-efficacy of entrepreneurs, before and after the intervention. The Cronbach's Alpha value for pre-intervention scale was 0.826 and for post-intervention scale was 0.872. Since both exceeded the acceptable value of 0.70, the instrument was considered reliable for measuring constructs under study.

Table 4 presents the results of paired sample t-test, conducted to examine the impact of digital and financial literacy of the respondents after training intervention. The evaluation included activities such as online business research, digital applications, understanding KYC requirements, comparing loans and checking scheme eligibility. The results indicated significant improvements with regard to improvement in internet skills to search for business information ($t = 3.12$, $p = 0.002$), completion of online government forms ($t = 2.89$, $p = 0.004$) and awareness of eligibility on various schemes ($t=4.21$, $p=0.000$) at $p < 0.05$. However, improvement in KYC documentation ($p = 0.076$) and loan comparison confidence ($p=0.053$) were not significant at $p > 0.05$, indicating that complex financial skills would take a longer time than the intervention period. These results partially supported H_1 because some of the improvements in digital and financial literacy were significant.

In **Table 5,** entrepreneurial self-efficacy, before and after the training, was measured to see whether the respondents had undergone a change in their confidence level in their skills, namely, like the right scheme, preparation of KYC documents, preparation of business plans, approaching banks, and awareness about incubation support. This study has provided insight into how well the training program enhanced participants' entrepreneurial skills and self-confidence. It is evident from the study that the utilisation of the AI empowered prototype and training programme could enhance entrepreneurial self-efficacy of the majority of the factors studied at $p < 0.05$. But the confidence in approaching officials did not report statistically significant increase, as evidenced by the p-value of 0.106 ($p > 0.05$). Building of confidence would occur as participants gained skills in their respective fields. This implies that H_2 could be accepted.

8.4: Prototype Usability and Acceptance: System Usability Scale

The usability of the prototype was measured, by the System Usability Scale (SUS), developed by Brooke **(Brooke, 1996)**. It is a 10-item instrument, measured on a 5-point Likert scale, that evaluates aspects of use, learnability, confidence, and perceived complexity. SUS scores were computed, by using standard procedure and interpreted as follows:

- scores below 68 indicates below average usability
- scores above 68 indicate acceptance to high usability.

The user acceptance variables included in the study, dealt with satisfaction with the quality of training, the intention to apply for at least one scheme within four weeks, and the willingness to recommend the platform to other entrepreneurs. A chi-square test was employed to look into the relationships between SUS categories and user acceptance variables.

Table-6 presents the relationship between System Usability Scale (SUS) score and user acceptance variables, namely, satisfaction with

training quality, intention to apply for schemes and willingness to recommend prototype to other entrepreneurs. The SUS scores revealed that majority of respondents were in above average usability category (SUS>68), indicating that prototype was perceived as usable. Hence H_3 was accepted.

The association between SUS scores and training quality satisfaction showed only a very weak association ($p = 0.060$), which implies that H4 could be rejected. However, the association between SUS scores and the intention to apply for a scheme was significantly higher among users, who rated the platform as more usable ($\chi^2 = 10.534$, $p = 0.032$), implying that H5 could be accepted. Similarly, the willingness to recommend the platform was significantly associated with higher SUS scores ($\chi^2 = 11.938$, $p = 0.018$), which implies that H6 could be accepted. These results imply that the usability factor should not be considered only as one of the design features but rather as the main reason, which influences user actions and their peer endorsements. The assessment, therefore, is an overall positive one for WomenBizSupport.com.

8.6 Participant Feedback on the WomenBizSupport.com Training Program and Prototype

Table-7 shows the participant feedback regarding the womenbizsupport.com prototype and training program under study. Respondents reported which features of the prototype they felt yielded the greatest benefit, which training sessions they found to be the most useful, and their opinions regarding how the prototype could assist women entrepreneurs. 53.4% of respondents indicated that scheme matching was the feature they found the most helpful while document guidance (18.4%) was placed second and AI chatbots (15.5%) came in third. The prevailing theme, among the training sessions, was the awareness-based content, was highly rated, with 46.6% indicating that the introduction to schemes helped them. On the other end of the spectrum, only 31.1% reported that they found practical applications to be useful such as business plan preparation. The majority of respondents (97.1%) also believed that the prototype could potentially help other women entrepreneurs, with strong sense of community acceptance and the potential for scalability of the prototype.

8.7 Hypothesis Testing Results

- **H_1 was partially accepted** since the results of paired sample t-test indicated significant improvement in few aspects like internet usage for business information (p=0.002), ability to fill online application forms (p=0.004), and awareness of scheme eligibility (p=0.000). However, variables related to KYC knowledge (p=0.076) and loan comparison confidence (p=0.053) were not statistically significant.
- **H_2 was accepted** since significant improvements were observed in identifying suitable schemes (p=0.000), preparation of KYC documents (p=0.003), business plan preparation (p=0.001) and awareness of incubation centres (p=0.000). However, confidence in approaching officials (p=106) was not significant.
- **H_3 was accepted** as majority of respondents recorded above average usability score (SUS>68), indicating that prototype was generally perceived as usable.
- **H_4 was rejected** because the Chi Square test result (p=0-060) revealed no significant association between SUS scores and satisfaction with training quality.

- **H_5 was accepted** because significant association was observed (p=0.032) between SUS scores and intention to apply for at least one scheme within four weeks.
- **H_6 was accepted** because significant association (p=0.018) was reported between SUS scores and willingness to recommend the prototype to other entrepreneurs.

9. Findings

The study examined the impact of structured training programme and AI powered prototype womenbizsupport.com on the digital literacy, entrepreneurial self-efficacy and usability among women entrepreneurs in Tirupati District of Andhra Pradesh.

- The pre-intervention analysis showed that many respondents faced challenges in accessing right funding schemes due to procedural complexities, lack of guidance and limited digital skills. The post-intervention and prototype exposure revealed that there was significant improvement in the digital skills of the respondents, especially in accessing government schemes. However, improvements in knowledge related to KYC documentation and confidence in comparing loan options were not statistically significant, suggesting that repeated training intervention may be needed in this area. Similarly, the results demonstrated significant improvement in several aspects of entrepreneurial self-efficacy like drafting basic business plans and understanding the role of incubators etc.
- The usability of prototype showed positive acceptance among participants. The results indicated that the platform was generally perceived as easy to use and understand. The chi square analysis revealed higher usability scores, which was associated with participants' intention to apply for at least one funding scheme and willingness to recommend the platform to other entrepreneurs.
- Participants' feedback highlighted the practical usefulness of the prototype. Scheme matching feature was considered the most useful, followed by document guidance and AI chatbot. Training sessions, that introduced participants to funding opportunities, were considered most beneficial.

Overall findings suggest that combining AI enabled digital platforms with structured training, can enhance women entrepreneurs' digital readiness and awareness on funding schemes.

10. Suggestions

The study suggests that digital platforms for women entrepreneurs should be supported by structured training programme, to strengthen the digital skills and improve the knowledge on funding opportunities available to them. Platform developers should focus on simple, user friendly interfaces and multilingual support to ensure accessibility of women entrepreneurs in rural and semi urban areas. Features like eligibility-based scheme matching, AI assistance and multilingual support can encourage them to adopt the platform and give them confidence to access funding to expand their businesses. In addition, collaboration with government agencies and financial institutions can improve the effectiveness of such platforms and provide wider outreach.

11. Conclusion

This paper clearly shows that the usage of artificial intelligence-driven and user-friendly digital platforms, together with structured training sessions, has the ability to greatly boost the digital skills and preparedness for women entrepreneurs to access funding programs. The

prototype has proved to have great usability and acceptance among various socio-demographic profiles. This paper validates the effectiveness of a functional digital intervention in a rural setup, through which the availability gap and women-inclusive entrepreneurship could be achieved through support systems made possible through technologies.

12. Limitations

All findings should be interpreted in the light of the study's limitations.

- First, this study utilized only one-group, pre–post design, limiting the ability to draw conclusions about causality. Although the improvements observed were strongly attributable to the intervention, in the absence of a control group, it was impossible to completely discount other possible influences (e.g., concurrent exposure to government campaigns, learning from peers or simply digital curiosity).
- In the second place, the research was limited to one district. While the chosen area did provide a window into the lived experiences of rural and semi-urban women entrepreneurs, it is important to understand that there could be significant differences, in contextual terms, across states and regions.
- Lastly, the study was based largely on self-reported improvements in digital literacy, confidence and entrepreneurial preparedness. But it is still possible that the self-perceptions were affected by optimism of respondents as a result of training.

13. Scope for Future Research

- Future studies may extend the current findings, by using more stringent and long-term methodological approaches. Longitudinal studies have the potential to follow up on participants to explore whether increases in participants' knowledge and confidence would lead to sustained business development and enterprise continuity.
- Implementing the intervention at the level of multiple districts or states will also enhance the external validity of the findings. Implementation at larger geographic scale would also enable investigations of how regional differences in infrastructure, socio-cultural norms, and policy responsiveness would affect the success of AI-driven platforms.
- Objective outcome indicators, in addition to self-reported measures, would also be valuable for future work. Measures such as the number of completed applications, approval rates, amount disbursed in loans, repayment performance, and growth in enterprise' revenue would be more solid proof of entrepreneurial development.
- The technology used in prototype is open to improvement. More sophisticated machine-learning algorithms could allow even greater personalisation by tailoring recommendations to user behaviour, industry and financial history. Voice-enabled interfaces and support for local languages can enhance accessibility for users with low literacy. In addition, AI-powered platforms, that are directly integrated with banking systems and government portals, can enable end-to-end application submission, status monitoring, and document verification, thereby reducing procedural friction.

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Table-1: Demographic Profile of the Women Entrepreneurs in Tirupati Dist.

Variables	Category	Frequency (n)	Percentage (%)
Age (Years)	35–45	250	80.6
	45–55	54	17.5
	Above 55	6	1.9
Education	No formal education	21	6.8
	School	139	44.7
	College	120	38.8
	Graduate	30	9.7
Social Category	General	99	32.0
	OBC	24	7.8
	SC	93	30.1
	ST	94	30.1
Employment Status	Employed	21	6.8
	Self-Employed	235	75.7
	Unemployed	54	17.5
Location	Rural	238	76.7
	Semi-Urban	51	16.5
	Urban	21	6.8

Source: Primary Data computed using IBM SPSS Statistics

Table-2: Pre-Intervention Funding Application Experience: Application Status and Barriers in Accessing Government Schemes

If Yes, Challenges faced	Yes	Percent	If no, Reason for not applying	No	Percent
Respondents	220	70.9	Respondents Selected	90	29.1
Did not understand eligibility	30	9.7	Did not know about schemes	3	1.0
Too many documents required	112	35.9	Did not feel eligible	27	8.7
No guidance on how to apply	84	27.2	Application process complicated	24	7.8
Lack of Confidence	57	18.4	Fear of Rejection	18	5.8
Application was rejected	18	5.8	Lack of digital knowledge	15	4.9
Others	9	2.9	Other	6	1.9

Source: Primary Data computed using IBM SPSS Statistics

Table-3: Reliability Statistics of Pre-and Post-Intervention Scales (Cronbach's Alpha (α))

Instrument	Cronbach's Alpha (α)	Cronbach's Alpha Based on Standardized Items	N of Items
Pre-Intervention (Before Training)	0.836	0.851	10
Post-Intervention (After Training)	0.872	0.887	10

Source: Primary Data computed using IBM SPSS Statistics.

Table-4: Assessment of Digital and Financial Literacy-Paired Sample t-Test (Pre-Post)

Variable	Mean (Pre)	Mean (Post)	Mean Difference	t-value	Sig. (2-tailed)
(Pre–Post) I can search the internet on a phone or laptop to find business information	3.14	3.52	0.38	3.12	0.002*
(Pre–Post) I can fill out an online government application form	3.08	3.44	0.36	2.89	0.004*
(Pre–Post) I know what KYC documents are required for most schemes	3.22	3.33	0.11	1.78	0.076
(Pre–Post) I feel confident comparing loan options and interest costs	3.05	3.18	0.13	1.94	0.053
(Pre–Post) I know where to check scheme eligibility for women entrepreneurs	2.96	3.49	0.53	4.21	0.000*

Source: Primary Data computed using IBM SPSS Statistics

Table-5: Assessment of Entrepreneurial Self-Efficacy-Paired Sample t-Test (Pre-Post)

Variable	Mean (Pre)	Mean (Post)	Mean Difference	t-value	Sig. (2-tailed)
(Pre–Post) I can identify at least one suitable scheme for business	3.00	3.47	0.47	3.88	0.000*
(Pre–Post) I can prepare all KYC documents correctly	3.06	3.41	0.35	2.97	0.003*
(Pre–Post) I can prepare a basic business plan for funding	2.95	3.39	0.44	3.45	0.001*
(Pre–Post) I can approach a bank / official confidently about my application	3.01	3.19	0.18	1.62	0.106
(Pre–Post) I know about incubation centres that can support my business	2.89	3.45	0.56	4.36	0.000*

Source: Primary Data computed using IBM SPSS Statistics

Table 6: Prototype Usability & Acceptance (System Usability Scale-SUS)
If SUS e ≥ 68 above-average; SUS e ≥ 80 excellent

Variable	Response	SUS_group			Chi-Square (p-value)
		Below 68	Above 68	Total	
Satisfied with the training quality	Strongly Disagree	39	0	39	9.038 (0.060^{NS})
	Disagree	15	0	15	
	Neutral	15	0	15	
	Agree	81	15	96	
	Strongly Agree	102	43	145	
Intend to apply to at least one scheme within 4 weeks	Strongly Disagree	27	0	27	10.534 (0.032*)
	Disagree	18	0	18	
	Neutral	51	0	51	
	Agree	87	33	120	
	Strongly Agree	69	24	93	
Will recommend the prototype to other entrepreneurs	Strongly Disagree	21	0	21	11.938 (0.018*)
	Disagree	9	0	9	
	Neutral	30	0	30	
	Agree	87	9	96	
	Strongly Agree	105	48	153	

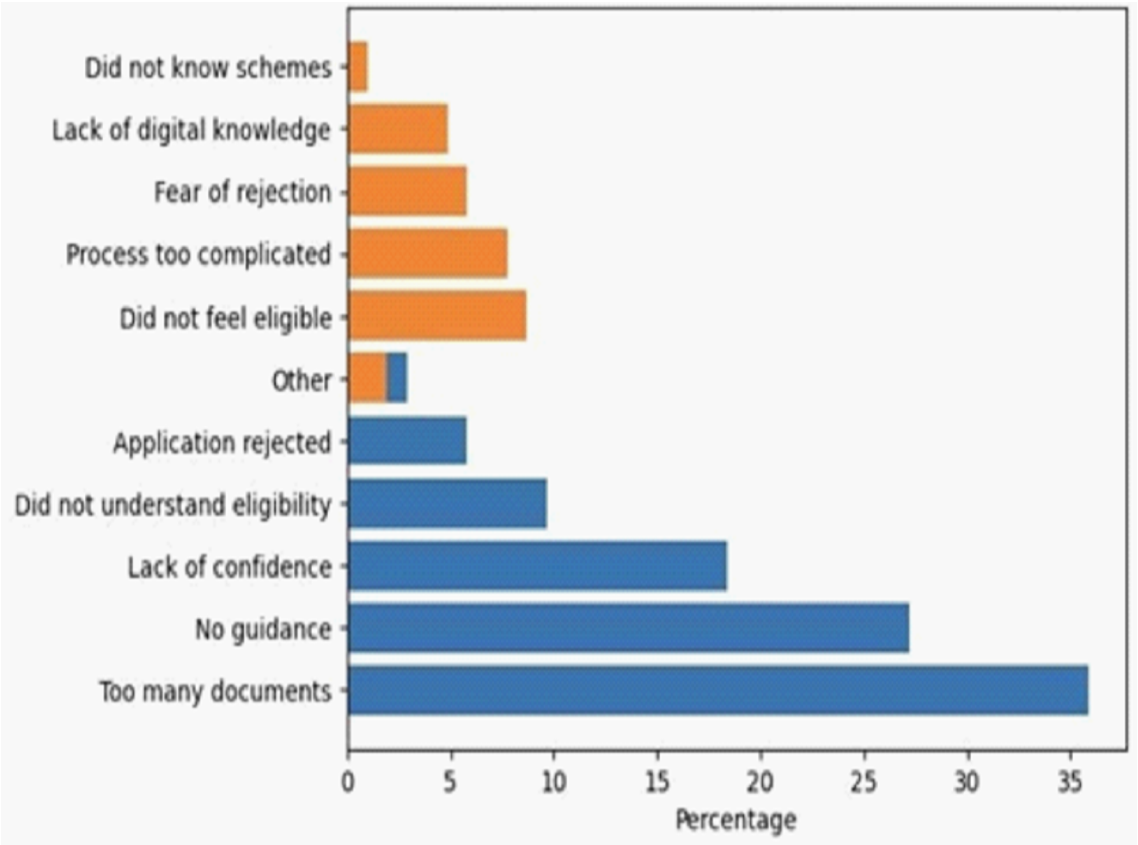
Source: Primary Data computed using IBM SPSS Statistics

Table-7: Participant Feedback on the WomenBizSupport.com Training Program and Prototype

Aspect	Option	Frequency	Percent
Prototype Feature which was most useful	Scheme Matching	166	53.4
	Document Guidance	57	18.4
	AI Chatbot	48	15.5
	Bilingual Interface	36	11.7
	Other	3	1
Training Session which was most beneficial	Introduction to Schemes	145	46.6
	Business Plan Preparation	96	31.1
	Prototype Hands-On	66	21.4
	Other	3	1
Prototype Usefulness to other entrepreneurs in your community	Yes	301	97.1
	Maybe	9	2.9

Source: Primary Data computed using IBM SPSS Statistics

Graph-1: Pre-Intervention Funding Application Experience: Application Status and Barriers in Accessing Government Schemes



Source: Primary Data computed using IBM SPSS Statistics