

## **A Study on Women Entrepreneurs Awareness about Government Schemes - Special Reference to Kanniyakumari District**

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**ABSTRACT:** *Women entrepreneurs may be defined as a “Woman or a group of women who initiate, organize and run a business enterprise”. Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, a woman run a enterprise is defined as “an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women”. Women entrepreneur constitute 10 % of the number of the number of entrepreneur in the country. This has been a significant growth in self-employment of women with women now starting new ventures at three times the rate of men. They constitute 50% of the population of our country with a lower literacy rate than men. This statistical fact indicates that for the economic growth of the nation, women should not be encouraged to make their share of economic contribution towards the country. One way of achieving is by making women come out and become entrepreneurs. In the traditional society, they were confined to the four walls, playing household roles, but in the modern society, they are coming out to participate in all sorts do activities. Normally, women entrepreneurship is found in the extension of their kitchen activities, mainly in preparing commercially the 3 P’s namely, Pickles, Papads and Powder. Few of them venture into services industry relating to hospitality, catering, educational services, consultation or public relations, beauty clinics, etc. Women enter entrepreneurship due to economic factors which pushed them to be on their own and urge them to do something independently. Women prefer to work from their own work residence, difficulty in getting suitable jobs and desire for social recognition motivate them towards self-employment. We see a lot of women professionals in engineering, medicine, law etc. The present study covers women entrepreneurs’ awareness about government schemes - special reference to Kanniyakumari District.*

**KEYWORDS:** *Women Entrepreneur, Awareness, Schemes and Social Service.*

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### **I. INTRODUCTION**

Days are gone when women in India remained confined to within four walls of their homes and their immense strength and potential remained unrecognized and unaccounted for. Now, they are increasingly participating in all spheres of activities. The fact remains that the citadels of excellence in academic, politics, administration, business and Industry are no longer the prerogatives of men in India. The general consensus that is emerging in all discussions relating to the development of women entrepreneurs should form an integral part of all development efforts. The experience of the United States where the share of continuously on increase, strengthens the view that the future of small-scale Industries depends very much on the entry of women in to industry. Several national and international organisations and agencies have appreciated the need for and importance of developing women enterpreneurs in recent years.

Government schemes that can help women enterpreneurs in India grow their small business. These schemes are providing financial assistants, subsidy and guidance to them. The important schemes such as Annapurna scheme, Stree sakthi package for women entrepreneurs, Bharatita mahila bank business loan, Dena shakti scheme, Udogini scheme, Cent kalyani scheme, Mudra yojana scheme for women, Orient mahila vikas yojana scheme and so on.

### **II. ROLE OF GOVERNMENT AND BANKS FORWOMEN ENTREPRENUERS DEVELOPMENT**

Women Entrepreneurs can be seen everywhere in the start-up ecosystem of India. Women too are seen leaving their high-profile jobs as well as some stepping out of the four walls of their homes and joining the pool of

Entrepreneurship in India. The major factor to jumpstart the entrepreneurial journey is capital and various banks offer specialized loans for women entrepreneurs that have slightly different and more flexible set of terms and conditions pertaining to collateral security, interest rates, etc. Here is a list of various schemes and loans exclusively for women that aim at promoting and easing out the process for them:

### **1. Annapurna Scheme**

This scheme is offered by the State Bank of Mysore for those women entrepreneurs who are setting up food catering industry in order to sell packed meals, snacks, etc. The amount granted as a loan under this scheme can be used to fulfill the working capital needs of the business like buying utensils and other kitchen tools and equipment.

Under this loan, a guarantor is required along with the assets of the business being pledged as collateral security. Further, the maximum amount of money that is granted is ` 50,000 which has to re-paid in monthly installments for 36 months, however, after the loan is sanctioned, the lender doesn't have to pay the EMI for the first month. The interest rate is determined depending upon the market rate.

### **2. Stree Shakti Package for Women Entrepreneurs**

This scheme is offered by most of the SBI branches to women who have 50% share in the ownership of a firm or business and have taken part in the state agencies run Entrepreneurship Development Programmes (EDP). The scheme also offers a discounted rate of interest by 0.50% in case the amount of loan is more than 2 lakhs.

### **3. Bharatiya Mahila Bank Business Loan**

This loan is a support system for budding women entrepreneurs looking to start new ventures in the fields of the retail sector, loan against property, MICRO loans, and SME loans.

The maximum loan amount under this loan goes up to ` 20 crores in case of manufacturing industries and also a concession is available to the extent of 0.25% on the interest rate and interest rates usually range from 10.15% and higher.

Additionally, under the Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), there is no requirement of collateral security for a loan of up to ` 1 crore.

### **4. Dena Shakti Scheme**

This scheme is provided by Dena bank to those women entrepreneurs in the fields of agriculture, manufacturing, micro-credit, retail stores, or small enterprises; who are in need of financial assistance. The interest rate is also decreased by 0.25% along with the maximum loan amount being ` 20 lakhs for retail trade; education and housing whereas ` 50,000 under the microcredit.

### **5. Udyogini Scheme**

This scheme is offered by Punjab and Sind Bank so as to provide women entrepreneurs involved in Agriculture, retail and small business enterprises to get loans for business at flexible terms and concessional interest rates. The maximum amount of loan under this scheme for women between the age bracket of 18-45 years is ` 1 lakhs but your family income is also taken into consideration and is set at `45,000 per annum for SC/ST women.

### **6. Cent Kalyani Scheme**

The scheme is offered by the Central Bank of India with the aim of supporting women in starting a new venture or expanding or modifying an existing enterprise. This loan can be availed by women who are involved in village and cottage industries, micro, small and medium enterprises, self-employed women, agriculture and allied activities, retail trade, and government-sponsored programs.

This scheme requires no collateral security or guarantor and charges no processing fees. And the maximum amount that can be granted under the scheme is Rs. 100 lakhs.

### **7. Mahila Udyam Nidhi Scheme**

This scheme is launched by Punjab National Bank and aims at supporting the women entrepreneurs involved in the small scale industries by granting them soft loans that can be repaid over a period of 10 years. Under this scheme there are different plans for beauty parlors, day care centres, purchase of auto rickshaws, two-wheelers, cars, etc. the maximum amount granted under this scheme is ` 10 lakhs and the interest depends upon the market rates.

### **8. Mudra Yojana Scheme For Women**

This scheme has been launched by the Govt. of India for individual women wanting to start small new enterprises and businesses like beauty parlors, tailoring units, tuition centres, etc. as well as a group of women wanting to start a venture together. The loan doesn't require any collateral security and can be availed as per 3 schemes –

- i. Shishu – loan amount is limited to ` 50,000 and can be availed by those businesses that are in their initial stages.
- ii. Kishor – loan amount ranges between ` 50,000 and ` 5 lakhs and can be availed by those who have a well-established enterprise.
- iii. Tarun – loan amount is ` 10 lakhs and can be availed by those businesses that are well established but require further funds for the purpose of expansion

If the loan is granted, a Mudra card will be given to you which functions the same way as a credit card however the funds available are limited to 10% of the loan amount granted to you.

### **9. Orient Mahila Vikas Yojana Scheme**

This scheme is provided by Oriental Bank of Commerce to those women who hold a 51% share capital individually or jointly in a proprietary concern. No collateral security is required for loans of ` 10 lakhs up to ` 25 lakhs in case of small-scale industries and the period of repayment is 7 years. A concession on the interest rate of up to 2% is given.

### **Subsidies in India for Women Entrepreneurs**

Women entrepreneurs are not sufficiently represented among the business community in India. Most women opt for household management after wedding and breadwinning responsibilities are left to the men. In recent days, there has been a shift in this attitude due to urbanization and women empowerment. To boost women owned businesses in India and promote women entrepreneurship, the Government has announced various subsidies in India for Women Entrepreneurs. In this article, we look at some of the popular subsidies in India for women entrepreneurs.

### **TREAD Subsidy Scheme for Women**

Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme for Women is a subsidy in India provided by the Ministry of Micro, Small & Medium Enterprises. Government provides subsidy of up to 30% of the total project cost as appraised by lending institutions which would finance the remaining 70% as loan Assistance to applicant women. Women eligible under this scheme are who have no easy access to credit from banks due to their cumbersome procedures and the inability of poor & usually illiterate/semi-literate women to provide adequate security demanded by banks in the form of collaterals. Further, the request for subsidy under this scheme must be made by a NGO for a number of individual or group (s) women.

### **Bharatiya Mahila Bank**

Bharatiya Mahila Bank is a one of a kind Bank in India formed with a vision of economic empowerment for women. Bharatiya Mahila Bank commenced operations in 2013 and currently has 45 branches across India. Bharatiya Mahila Bank focuses on women entrepreneurship with special attention to economically neglected, deprived, discriminated, underbanked, unbanked, rural and urban women to ensure inclusive and sustainable growth. Some of the popular loans provided by Bharatiya Mahila Bank for Women Entrepreneurs are:

**BMB Shringaar – Loan For Beauty Parlour /Saloon/Spa:** Collateral free loan of upto 1 crore is provided under the CGTMSE Scheme for setting up of a beauty parlour or saloon or spa. The loan is provided for a term of upto 7 years with an interest rate of 12.25% (Base Rate + 2.00%).

**BMB Annapurna – Loan For Food Business:** Collateral free loan of upto 1 crore is provided under the CGTMSE Scheme for setting up of a food business. The loan is provided for a term of upto 3 years with an interest rate of 11.75% (Base Rate + 1.50%).

**BMB Parvarish – Loan For Day Care Centre:** Collateral free loan of upto 1 crore is provided under the CGTMSE Scheme for setting up of child day care center. The loan is provided for a term of upto 5 years with an interest rate of 12.25% (Base Rate + 2.00%).

### **Mahila Coir Yojana**

The Mahila Coir Yojana Subsidy Scheme was promoted to provide self employment to rural women

artisans in regions producing coir fibre. Conversion of coir fibre into yarn on motorized ratts in rural households provides scope for large scale employment, improvement in productivity and quality, better working conditions and higher income. The scheme envisages distribution of motorized ratts/ motorized traditional ratts for spinning coir yarn to women artisans. As per the scheme, the Coir Board will provide 75% of the cost of the motorized ratt as one time subsidy provided the other 25% is raised by the beneficiary through voluntary organizations/ financial institutions/ own sources. Not more than one artisan per household would be eligible to receive assistance under the scheme.

### **Mahila Udayam Nidhi**

Mahila Udayam Nidhi is a subsidy scheme for women entrepreneurs from Puducherry Government. Women entrepreneurs setting up a new SSI unit in the service sector in Puducherry State can avail this scheme. As per the scheme, for a project cost of Rs.10 lakhs, seed capital of 25% is provided as a subsidy and the balance 75% would be funded as a Term Loan (65%) and Promoter Contribution (10%). The term loan would have a repayment period of 6 to 8 years including moratorium of 1 to 2 years.

### **III. STATEMENT OF THE PROBLEM**

The government of India set aside reasonable amount of money which women who have business ideas can borrow in business. Women are encouraged to start small business in order to have their own source of income thus they become independent. Various non governmental organizations also offer financial support to women in India and encourage and each them how they can be making their own money by starting various business activities. Even if some enterpreneurs did not know the various schemes available from state government and central government .So the researcher conducted study about awareness government schemes available for women entrepreneurs.

### **Objectives of the Study**

The present study has the following objectives:

- 1.To know the socio-economic status of women entrepreneurs in the study area.
- 2.To assess the awareness about government schemes available for women entrepreneurs.

### **Methodology**

The present study has been undertaken in Kanyakumari District. This is based on the primary and secondary data. The interview schedule was used to collect the primary data. The primary data has been collected from urban women entrepreneurs in Kanyakumari District. Secondary data has been collected from books and journals.

### **Sampling and Statistics Tools**

Researchers used random sampling technique to choose the sample size. The researcher collected the list of registered women entrepreneurs in DIC of Kanyakumari district. Out of 1025 registered women entrepreneurs 140 samples were selected by stratified random sampling. The data were collected from four taluks of Kanyakumari district, 35 samples each.

The collected data were analysed through different statistical tools like percentage and Garrette ranking.

### **Scope of the Study**

The present study has been made to analysis about the women entrepreneurs' awareness about government schemes in Kanyakumari district. The study undertake about the schemes from development of women entrepreneurs and their expectations.

For studying the profile variables like age, marital status, nature of family, education, types of family, education, types of business and family size have been used.

### **IV. ANALYSIS AND INTREPRETAIONS**

Researchers analysed the present study is as follows:

**Table 1: Personal Profile of the Respondents**

S. No	Variables	Classes	Percentage
1	Age	21-30	15
		31-40	60
		Above 40	25

2	Marital Status	Married	60
		Unmarried	30
		Widowed	8
		Separated	2
3	Nature of Family	Nuclear Family	28
		Joint family	72
4	Education	No. Formal education	15
		Primary	8
		Secondary	12
		Higher Secondary	19
		Diploma	6
		Degree	40
5	Types of Business	Manufacturing	38
		Service	40
		Trading	14
		Others	8
6	Family Size	0 to 4 members	34
		4 to 8 members	61
		Above 8	5

**Source:** Primary data

### Interpretation

The above table reveals that the majority 60 percent of the respondents were in the age group of 31-40, 60 percent of the respondents were married, 72 percent of the respondents are belongs to joint family, 40 percent of the respondents are degree holders, 40 percent of the respondents are doing service oriented business and 61 percent of the respondents have 4 to 8 family members.

### Women Entrepreneurs Awareness about Government Schemes:

Government is offering various schemes for the development of women entrepreneurs. The respondents who are aware of these schemes can run their enterprise more successfully. So awareness about the scheme is essential for the growth of the business.

Data were collected from the women entrepreneurs of the Kanyakumari Districts regarding their awareness about the schemes.

**TABLE 2**

Sl. No	Variables	Mean Score	Rank
1	Integrated Rural Development Programme	3.32	5
2	Khadi And Industries Commission (KVIC)	3.01	7
3	Training Of Rural Youth For Self Employment(TRYSEM)	3.25	6
4	Prime Minister Rogar Yojana(PMRY)	2.65	11
5	Entrepreneurial Development Programme(EDP)	2.80	8
6	Assistance to Rural Women In Non -form Development Schemes	2.69	10
7	Trade Related Enterprenuership Assistance and Development(TREAD)	2.63	12
8	Indira Mahila Yojana	3.75	4
9	Stree Sakthi Package For Women	2.56	13
10	Mahila Samiti Yojana	2.41	16
11	Micro Credit Schemes	4.52	3
12	Rashtriya Mahila kosh	2.79	9
13	SIDBI's Mahila Udayam Nidhi	2.39	17
14	MahilaVikas Nidhi	2.10	22
15	Annapurna Schemes	5.18	2
16	Bharatiya Mahila Bank Business Loan	2.48	14
17	Dena Shakti Scheme	2.35	18
18	Udogini Scheme	2.46	15
19	Cent Kalyani Schemes	2.25	21
20	Mudra Yojana Scheme For Women	6.50	1

21	Orient Mahila Vikas Yojana Scheme	2.31	19
22	Tamilnadu Industrial Investment Corporation(TIIC) - loans	2.29	20

Source : Primary Data.

It is clear from the Table 2 that, first rank obtained by Mudra Yojana Scheme For Women (Mean Score 6.50), second rank obtained by Annapurna Schemes (Mean Score 5.18), third rank obtained by Micro Credit Schemes (Mean Score 4.52), fourth rank obtained by Indira Mahila Yojana (Mean Score 3.75), fifth rank obtained by Integrated Rural Development Programme (Mean Score 3.32) and last rank obtained by MahilaVikas Nidhi (Mean Score 2.10)

### **Findings of the Study**

The study found the following findings, they are,

The status of women entrepreneurs' analysis found that,

60 percent of the respondents were in the age group of 31-40.

60 percent of the respondents were married.

72 percent of the respondents are belongs to joint family

40 percent of the respondents are degree holders

40 percent of the respondents are doing service oriented business

61 percent of the respondents have 4 to 8 family members.

The women entrepreneurs' awareness about government schemes analysis result revealed that, Mudra Yojana Scheme for women got first rank, second rank for Annapurna scheme, third rank got Micro Credit Scheme and Mahila Vikas Nidhi has got last rank.

### **Suggestions for Entrepreneurs**

1.The banks may provide its women customers about government schemes available for them.

2.District Industries Centre (DIC) also can be given awareness to women entrepreneurs.

3.The lead banks of every district may make awareness about schemes and subsidies.

4.All women entrepreneurs may join women entrepreneurs association of their districts.

5.All women entrepreneurs associations should provide training and awareness about central government and state government schemes and subsidies.

6.Loan or subsidy available women entrepreneurs can help unaware entrepreneurs.

7.The government, women entrepreneurs association, lead bank, DIC, TIIC and commercial banks may send SMS, mail by way of electronics media's about all schemes and subsidies.

## **V. CONCLUSION**

India is a male dominated society and women are assumed to be economically as well as socially dependent on male members. Women entrepreneurs faced lots of problems like lack of education, social barriers, legal formalities, high cost of production, male dominated society, limited managerial ability, lack of self confidence etc. Various factors like Pull and Push factors influencing women entrepreneurs. Successful leading business women in India. Women have the potential the potential and determination to setup, uphold and supervise their own enterprise in a very systematic manner, appropriate support and encouragement from the society, family, government can make these women entrepreneur a part of mainstream of national economy and they can contribute to the economy progress of India.

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