

Readiness of Government Schemes for Women Entrepreneurs in India

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Abstract

Women play a vital role in the economic and social process in every society. Women are goal oriented, independent and enthusiastic, because of which the style of management different. The women entrepreneurs are facing many problems, but unavailable of financial assistance is major problems. The government and Non-Government financial institutions encourage young women entrepreneur by providing financial support for standing their business. Entrepreneur Development Programmes should train the rural young women for developing their skills. This paper focus about the kind of problems faced by women entrepreneur and what are the government schemes available for support the women entrepreneur.

Keywords: Entrepreneurship, Women Entrepreneur, Financial Assistance, Government Scheme

INTRODUCTION

Women play a vital role in the economic and social process in every society. The women today begin to have their own identities through self-employment. Women entrepreneurs should come forward in industrial field and self-employment. In rural areas many number of women entrepreneurs face the financial problems. The government and financial institution have announced many schemes of rendering financial assistance. The traditional roles of house wives are generally changing in to women entrepreneur.

CONCEPT OF WOMEN ENTREPRENEUR

Women entrepreneur may be defined as a women or group of women who introduce, organise and run a business enterprise. The government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly “A entrepreneur is defined as an enterprise owned and controlled by a women having a minimum financial interest of percent of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women”.

FUNCTIONS OF WOMEN ENTREPRENEURS

As an entrepreneur, a women entrepreneur has also to complete the functions involved in introducing an enterprise. These include creativity of new ideas, product innovation, framing of

objectives, project development, raising funds, purchase of machine and materials and running of business.

- Analysis of the prospects of introducing new business enterprises.
- Reproduction of successful entrepreneur.
- Launching of innovations (or) initiation of innovation.
- Assumption of risk and control the uncertainties involved in business.
- Planning, organization, co-ordination, administration and control.
- Supervision and leadership.
- Entrepreneurs take own decision depending upon the economic activities and type of the product to be produced.

PROBLEMS FACED BY WOMEN ENTREPRENEUR

Women entrepreneur currently faced two sets of problems i.e, usual problems of entrepreneur and specific problems to women entrepreneurs. These are as follows.

1. Financial Problem

Finance is very important role for any enterprise, be it big (or) small. However women entrepreneur face critical situation in view of rising of funds from two ways. Firstly, women do not generally have own assets to use them as collateral for borrowing loan from external sources. Secondly, the bank also decided women less credit-worthy due to dependable of families. The society and family member discourage women borrowers. Thus women enterprises fail due to the shortage of finance.

2. Shortage of Raw Material

Women entrepreneurs face the problems of shortage of raw material due to unavailability of raw materials. The women entrepreneur face the problems at manufacturing unit as follows high price, low quality of material lead to affect the finished product, delay in production, delay in order placing, diminishing profit and affect the utilization of capital.

3. Marketing Problems

Women entrepreneur adversely meet the competition world in marketing their product. The product compulsory require the advertising and sales promotion activity for increasing profit.

4. Lack of Education

The female education rate is significantly lower than the world average. The lack of education is more critical in rural area. In these fewer girls go to school as compared to boys. Due to the lack of education, women are not aware of business knowledge, technology and market strategies. The women entrepreneur faced the problems of setting and running of business enterprises due to lack of education.

5. Low Mobility

Women mobility in India is highly restricted due to various reasons. In village areas women are not allow to move from one place to another place individually. So, women entrepreneur face the

problem in running the business with the outside region. Their physical condition is also responsible for their low mobility.

6. Lack of Technology and Information

Women entrepreneur lack of technical knowledge and information gathering from outsiders, it leads to does not know the government sanctioned schemes, financial assistance and raw material availability, marketing strategies and business trending information.

7. Lack of Confidence

Women generally lack of confidence itself because mostly depend on male. Women entrepreneur risk bearing capacity is very low due to lack of confidence.

8. Male-Dominated Society

In a patriarchal system men make all decision all division in both environment and in their family. Women take decision but after consulting the male. Women all time all works depending on the male. Women not enter in to the business due to male-dominate society.

GOVERNMENT SCHEMES FOR WOMEN ENTREPRENEURS

i) Madra Loan for Women

Madra loan for women was launched by government as a women loan scheme to provide financial support for interested women entrepreneurs. They seek a business ideas are retail store, Poultry, live-stock farming, Fertilizer store, Tutor service, Milk (or) dairy centre and organic vegetables (or) fruits etc.,. This scheme does not require any collateral to grant the loan. The Madra loan scheme includes three categories under which application can be applied. The Table 1 below represent the scheme details.

Table 1: Eligibility Criteria for Madra Loan Scheme

S.No	Name of the Scheme	Nature of Business	Amount in Rs.
1	Shishu Loan	Initial stage	Rs.50,000
2	Kishore Loan	Improve business	Rs.50,000 to Rs.5,00,00
3	Taran Loan	Well- established business planning	1,00,000

ii) Annapurna Scheme

The Annapurna yojana is the government scheme for women entrepreneurs. Under this scheme loan sanctioned only to food catering business loans up to Rs 50,000. The loan amount could be used for satisfied the working requirements such as buying sinks, kitchen utensils, mixer cum grinder, cooking

pans, working tables, dishwasher, refrigeration and tray stands etc.,. The women entrepreneur repay loan amount in instalment basis with the market value of interest.

iii) Sree Shakti Yojana

The Sree Shakti Yojana package is a unique government scheme for women entrepreneur. The women is majority of ownership in the business and enrolled by their name under Entrepreneurship Development Programme(EDP) organized by their respective state agencies is only eligible for receiving loan under this scheme. The streeshakti scheme allows women to avail of an interest concession of 0.05% on loans more than Rs.2 lakh.

iv) Dena Shakti Scheme

The Dena Shakti scheme sanctioned loans up to 20 lakh for women entrepreneurs' scheme in agriculture, micro-credit, retail store (or) small enterprises. The women entrepreneurs can avail of loan amount up to Rs 50,000 and interest concession of 0.25 percent under the micro credit category.

v) BhartiyaMahila Bank Business Loan

This scheme is implemented by Bhartiya Mahila Bank (BMB) for the purpose of provides loans schemes to women entrepreneurs up to Rs.20 Crore. The women entrepreneurs avail the loan for the working capital requirement and business expansion. The following plans include under this scheme.

a) Shringaar:

The self-employed women (or) home workers apply to BMP Shrinagaar loan for the start-up (or) meeting their daily business expenses. The loan doesn't require any collateral security.

b) Parvarish

The self-employed women (or) home workers are eligible for avail the BMB Parvarish loan of up to the limit Rs. 1 Crore without any collateral security under the Credit Guarantee Fund transfer for Micro and Small enterprises scheme.

c) Annapurna

The food entrepreneur age between 18 to 60 years wanting to start (or) expand their small businesses can avail of this loan without any collateral security.

vi) Mahila Udhyam Nidhi Yojana

The Punjab National Bank and Small industries Development Bank of India(SIDBI) offered the MahilaUdhayamNidhiYojana scheme to the women entrepreneur. This scheme introduced by government. The women entrepreneur avail loan up to 10 lakh for the purpose of start a new small-scale venture to be repaid within 10 years

vii) Orient Mahila Vikas Yojana Scheme

Orient Mahila Vikas Yojana Scheme sanctioned loan to women with an ownership of 51 percent share capital individually (or) jointly in a proprietary concern can received loan amount between Rs.10 lakhs and Rs.25 lakhs without any collateral security. The repayment tenure of the loan is seven years.

viii) Cent Kalyani Scheme

The government launched the Cent Kalyani Yojana scheme for the new and existing entrepreneurs and self-employment women. Micro/Small enterprises like agriculture, cottage industries, retail trade are eligible to apply for cent Kalyani scheme. The women need not require any collateral as security for this loan. The entrepreneur repays the loan amount within seven years.

ix) Udyogini Scheme

The Women Development Corporation has introduced the Udyogini scheme under the government of India. The women entrepreneur among the poor people avail the financial support from this scheme. This scheme supports the illiterate women living in rural areas.

x) Pradhan Mantri Rozar Yojana

PMRY is one of the governmental schemes for women. Initiated in 1993, the schemes help the unemployed Indian youth a loan amount to commence their business project and subsequently create scope of employment for others. The scheme provide loan amount up to Rs. 1 lakh without having any security. The time limit for repayment of loan from 3 to 7 years.

xi) Synd Mahila Shakti Scheme

The Synd Mahila Shakti Scheme is introduced by Syndicate bank under government schemes for the purpose of support women's entrepreneurship development. The Bank offers financial backup to those women entrepreneurs and professionals involved in small business and retail trade.

The scope of this government scheme for women is to encourage economic development of women by supporting them with business loan to meet their need for women capital of business.

CONCLUSION

The women playing double role like house wife and entrepreneur. The role of women entrepreneur in economic development is also being conceded and policies are being taken to encourage the women entrepreneurship. The women operate a business enterprise and simultaneously creating employment opportunities for others. The Government and Non-Government schemes are helpful to women for starting a new business and expanding a old business.

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