

## **A STUDY ON THE AWARENESS OF GOVERNMENT SCHEMES AMONG THE WOMEN ENTREPRENEURS IN COIMBATORE**

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### **INTRODUCTION**

Economically empowered women are also major catalysts for development. There is greater recognition of the positive relationship between increased economic activity by women and improved social outcomes. Women oftener reinvest their income in their children's education, health, and nutrition. This has a positive impact on the potential for economic growth. Despite all this, there are still gender gaps in the entrepreneurial ecosystem. That the cause of financial inclusion and economic empowerment for women in India needs urgent policy intervention is brought home by several statistics. The world economic forum 2016 Gender Gap Report ranked India lowly 136 out of 144 countries in terms of economic Participation and opportunities for women. They also face disproportionately high barriers in starting and growing their business. Women-owned business in India are undercapitalized and continue to be concentrated in small, low-growth ventures. According to a recent IFC report, the total financial requirement of women-owned MSMEs in 2012 was around Rs.8.68 trillion and the total supply of formal finance was around Rs.2.31 trillion. This result in financing gap of Rs.6.37 trillion or 73% of total demand. Lack of collateral and low level of control over resources constrains women entrepreneurs from accessing formal finance. They also seem to be less educated, with lower work experience compared to men and have limited access to markets, technology and networks. India lacks a programmatic response to address these challenges. There has been an effort in recent years to improve the eco system for women, both in the public and private sector. The Government has been promoting women enterprise development under the umbrella of MSME development. Business development services provided including training, market access support, technology up gradation and credit facilities. A positive step by the Government in enhancing women entrepreneurship has been the establishment of Bharatiya Mahila Bank, India's first all-women bank providing services predominantly to women. After the initial announcement that the Bharatiya Mahila Bank would participate in the mega-merger of State Bank of India and its subsidiaries, that fate of this bank is now in limbo, with the Cabinet undecided on its merger. The state of women entrepreneurship in India thus still remains largely an under invested and under- investigated area very little is known about the entrepreneur. What motivate them, how they emerge and why they succeed. Ignorance of this demography in a serious blind spot in any effort to increase their participation in the economy. A positive step by the Government in enhancing women entrepreneurship has been the establishment of Bharatiya Mahila Bank, India's first all- women bank providing services predominantly to women. After the initial announcement that the Bharatiya Mahila Bank would participate in the mega- merger of State Bank of India and its subsidiaries, that fate of this bank is now in limbo, with the Cabinet undecided on its merger. The reason for this flip- flop is unknown. But it is

clear that the bank, launched just 3 years ago to promote women's empowerment and financial inclusion, is still a long way with just 100 branches and a business of Rs.1.548 crore (March 2016), its operations are nascent.

## STATEMENT OF THE PROBLEM

Both Central and State Governments have introduced various novel schemes for the development of Women Entrepreneurs. The success of a scheme could be measured by ascertaining the level of utilization by the beneficiaries. Women entrepreneurs are utilizing only selected schemes promoted by the Government. The reason behind low level of utilization of Government schemes may be the ignorance of women entrepreneurs. Thus, an attempt has been made in this study to identify women entrepreneurs level of awareness of schemes introduced by the Government for the development of Women entrepreneurs in Coimbatore city.

## SCOPE OF THE STUDY

The present research work has been taken up to explore the awareness of Government schemes among women entrepreneurs in Coimbatore district. The study covers the factors like study on Entrepreneurship schemes, level of awareness among various schemes provided by central government, factors influencing the schemes, loans by central government, government subsidy, less interest rate, opinion and preference towards the schemes. In this paper, findings and conclusions are based on the respondent's level of awareness.

## OBJECTIVE OF THE STUDY

- To identify the awareness level of women entrepreneurs on government schemes.
- To study the challenges faced by women entrepreneurs Coimbatore city.

## RESEARCH METHODOLOGY

### Sources of Data:

**Primary Data:** Primary data have been collected using questionnaire.

**Secondary Data:** Secondary data through various reviews of literatures and Women entrepreneurs.

**Sampling Technique:** By employing convenient sampling data were collected from 150 respondents in Coimbatore district.

**Sampling Unit and Size:** By employing convenient sampling data were collected from 120 respondents in Coimbatore district.

**Tools for Analysis:** The various tools used in this study are Simple percentage analysis, Likert scale analysis and Ranking analysis.

**Area of the Study:** This study is made of awareness of Government schemes among women entrepreneurs

## LIMITATION OF THE STUDY

- The area of study is restricted to Coimbatore District.
- The sample size for the study is 120 only.
- The accuracy of the study depends on the data provided by the respondents which may vary in future.

## REVIEW OF LITERATURTE

**Dr.C.Subathra, et al, (2021)**, The foremost purpose of this article is to find out the status of women entrepreneur sin India and it also focuses on rationale grounds behind women entrepreneurship. They should explore the forecast of starting new enterprise; under take risks ,introduction of new innovations ,coordination, administration and control of business and provide effective leadership in all aspects of business. Apart from training programs, Newsletters, mentoring, trade fairs and exhibitions also can be a source for entrepreneurial development. As a result, the desired outcomes of the business are successfully achieved and more of remunerative business opportunities will be initiated.

**Dr.G.Venkatasalam and G. VijayaKumar(2021)**, Women entrepreneurs now a days start their businesses with a little initial investment and then go to the government for financial help in order to grow their businesses Indian women are evolving, and they are quickly establishing themselves as prospective entrepreneurs. To break down conventional perceptions on men's and women's sectors, women in non-traditional business sectors should be role models. In nearly every country, women-owned businesses are fast-growing economies. To investigate the socioeconomic situation of Women entrepreneurs in the research area. The government should take responsibility for reaching out to women entrepreneurs using social media, public campaigns, and the District Industrial Centres, among other avenues. To raise awareness of entrepreneurial initiatives, educational institutions in the Dharmapuri should collaborate with the government.

**G.LakshmiPriya, Dr.S.Smileebose(2021)**, Women Entrepreneurship has becoming anemerging trending pace in the development of economy of self, their family and nation. The stateof Tamil Nadu is one of the best industrially developing area where, Women Entrepreneurs excelin Small scale industry. Government of India and State Government of Tamil Nadu has implemented several schemes for Women like Stand Up India, TREAD, Bharatiya Mahila Bank, AMASY, DenaShakti, Stree Shakthi Package, Cent Kalyani Scheme, Cent Mahila Scheme, etc.. The Objective ofthese scheme is to encourage and develop Women in Entrepreneurial activities.

## PROFILE OF THE STUDY

Women's development has been considered the key to the overall sustainable development of a nation. A female who plays an intriguing role by frequently interacting and actively adjusting herself with socio-economic, financial and support spheres in society is called a woman entrepreneur. Women Entrepreneur is an individual who acknowledges moving apart to meet her necessities and becomes monetarily autonomous. A powerful urge to accomplish something positive is an inbuilt nature of entrepreneurial women, who are equipped for contributing qualities in both family and public activity. "Women entrepreneur alludes similarly to somebody who has begun a one-woman business, to somebody who is ahead in a privately-runcompany or association or, to somebody who is an investor in a public organization which she runs". Women have the potential and the assurance to set up, maintain and regulate theirundertakings in an orderly way. The Government of India has defined a women entrepreneur enterprise as, "An enterprise owned and controlled by 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 tend to go into businesses or to start their ventures as soon as they complete their education. According to a review led by Women and Entrepreneurship in India, 58% of women entrepreneurs are in the age group of 25-30. Ordinarily, most womenbased organizations are miniature undertakings, proficient administrations, clothes and extras, and food and drinks. As indicated by different assessments, women represent 25-35% of workersat new companies and the number is expanding. As per financial speculators and other capital financial specialists, a developing number of women, encouraged by prominent startup examplesof overcoming adversity both in India and the globe, are increasing. (Hariharan & Murugan, 2014, p. 96). A woman entrepreneur is one who incubates new ideas, starts her enterprise with these ideas, and provides added value to a society based on their independent initiative. Women in India are faced with many problems to get ahead in their life in business. Women entrepreneurs face many problems in their efforts to develop their enterprise . There are umpteen problems faced by women at various stages beginning from their initial commencement of enterprise, in running their enterprise. Despite many problems, a distinguishing feature of a woman entrepreneur is the willingness to work hard. Women entrepreneur has to follow the principle, “Hard-work is the key to success.” Women entrepreneurs works for challenge, accomplishment and service to others.

## **CHANGING ROLE OF WOMEN ENTREPRENEURS THROUGH THE DECADES**

Indians have always been entrepreneurs, no matter which sphere they work. Since ages, we have seen businesses being passed on from fathers to their sons and businesses going from rags to riches. The male dominance in society has never let the females realise their true potentials. The existence of patriarchy and other societal norms barred them from entering into the family business or to do something of their own. The women were accountable for doing daily house chores, looking after the children and elderly people in the family etc. It is said that the family is a chariot with wheels which are driven by both the male and female members of the family. If one of the wheels is lagging, the chariot i.e. the family will not be able to grow and develop. In the same way, when we speak about a nation, women entrepreneurship plays a dominant role in economic development and makes significant contributions to the economic growth of the country. The development of the country would be very slow if women entrepreneurship is ignored and stopped to join the mainstream of productive activities. It was not until the 1960s that women brought in the transformation in their status and evolution of the female entrepreneurs in the Indian society.

## **FINDINGS**

### **SIMPLE PERCENTAGE ANALYSIS**

- Majority 68.3% of the respondents are between the age of 30-44.
- Majority 66.7% of the respondents are Married.
- Majority 47.5% of the respondents are Urban area.
- Majority 61.7% of the respondents are Under graduate.
- Majority 77.5 % of the respondents belongs to the family size of 3-5.
- Majority 30.8 % of the respondents are preferring Bank loan.
- Majority 48.3 % of the respondents are doing business 1-3 years.
- Majority 44.2 % of the respondents are started the business at the cost less than Rs.2,00,000.
- Majority 37.5 % of the respondents are doing business in Manufacturing sector.
- Majority 35.0 % of the respondents are selected Textile sector.
- Majority 40.0 % of the respondents are selected Regional.
- Majority 26.7 % of the respondents choose to own business to help family.
- Majority 20.8% of the respondents are aware about the Annapurna Scheme.
- Majority 35.0 % of the respondents are faced difficulties in Lack of knowledge.
- Majority 38.3% of the respondents are benefited in Low rate of interest.
- Majority 36.7 % of the respondents are complicated for availing.

### **LIKERT SCALE ANALYSIS**

- Majority of respondents are Neutral in awareness of government schemes.

### **RANK CORRELATION**

- Majority of respondents Ranked 1 for Mudra loan for women.

### **SUGGESTIONS**

- Still the awareness about the government schemes are low among the women entrepreneurs, so the government can take initiative to improve awareness.
- Government and other institution can offer educational programs aimed at providing knowledge and skills to graduates about government schemes.

- The government can conduct campaigns to provide information on how to access government schemes.
- Awareness about the government schemes can be increased as a awareness of schemes were less according to the survey.
- Most of the respondents are preferring Bankloan. They are less aware of the government schemes.
- Government can make the availing process more user friendly. So women entrepreneur would feel less complication in availing financial assistants.

## CONCLUSION

The study reveals that Women Entrepreneurs are aware of Government Scheme to start and expand their business. Most of the respondents are less aware about government schemes compare to other sources of finance. In spite of the Government initiatives, only a few women entrepreneurs are benefited. To increase the number of beneficiaries, the State Government has to adopt a constant monitoring system. Further, Government should focus on creating awareness on government schemes to women entrepreneurs.

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