

A STUDY ON WOMEN ENTREPRENEURS AWARENESS ON GOVERNMENT SCHEMES IN ERNAKULAM DISTRICT

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ABSTRACT

The present study conducted about the level of awareness on Indian Government schemes among the women entrepreneurs in Ernakulam District of Kerala. Primary data have been collected by using questionnaire cum interview schedule and secondary data were collected through various articles, publication and websites. By employing convenient sampling method data were collected from 80 respondents from Ernakulam District. Simple percentage and Weighted Average Ranking method are employed for the study. The study result showed that Most of the respondents are knowing various Government schemes through their friends, relatives, Medias and through their self-interest in the area.

Majority of Women entrepreneurs are aware of —Mudra Yojana Scheme for Women followed by Bharathiya Mahila Bank, Mahila Udayam Nidhi and Dena Shakthi.

Keywords: Women Entrepreneurs, Schemes, Government Etc.

I. INTRODUCTION

The MSME ecosystem in India is an overflowing well of innovative ideas and creative solutions to a number of problems. But the number of women entrepreneurs and business owners is much lower than male entrepreneurs. Only 13.76 percent of the total entrepreneurs in India are women, according to data by Startup India. There are just around 8 million female entrepreneurs, but the number of male entrepreneurs has crossed 50 million. Governments at the central and state levels have launched financial schemes for micro units, which could go a long way in boosting women entrepreneurship. Following are the various schemes provided by Government of India.

i. Mudra Yojana Scheme

This general government scheme for small units is also applicable to women who want to start a small enterprise such as a beauty parlour, tuition center, tailoring unit, etc. It is also useful for a group of women who want to startup together. Loans from Rs 50,000 onwards and up to Rs 50 lakh are sanctioned under this scheme. Collateral and guarantors are required only if the loan amount exceeds Rs 10 lakh. There are three plans under this: Shishu plan (loans upto Rs 50,000 for new businesses), Kishor plan (loans between Rs 50,000 and Rs 5 lakh for well-established enterprises), and Tarun plan (loans between Rs 5 lakh and Rs 10 lakh for business expansion).

ii. TREAD (Trade Related Entrepreneurship Assistance and Development) scheme

This scheme aims to empower women by providing credit to projects, conducting specific training and counselling, and eliciting information on related needs. The scheme provides for a government grant of upto 30 percent of the total project cost as appraised by lending institutions. These institutions would finance the other 70 percent.

iii. Mahila Udyam Nidhi

Scheme Offered by Small Industries Development Bank of India (SIDBI), this scheme provides financial assistance of up to Rs 10 lakh to set up a new small-scale venture. It also assists with upgrading and modernization of existing projects. The loans are to be repaid within 10 years, and this includes a five year moratorium period. Further, interest rates on these loans can vary according to market rates.

iv. Annapurna Scheme

This scheme applies to women entrepreneurs who have started a food catering unit. They can avail a loan of up to Rs 50,000 to purchase kitchen equipment such as utensils and water filters. A guarantor Shri Lal Bahadur Shastri Rashriya Sanskrit Vidyapeetha

is required to secure the loan. After securing the loan, it can be repaid in 36 installments. Further, interest rates under this scheme as per prevailing rates and assets will be taken as collateral by the concerned bank.

v. Stree Shakti Package For Women Entrepreneurs

It is offered to women who have majority ownership (over 50 percent) in a small business. The women also need to be enrolled in the Entrepreneurship Development Programmes (EDP) organised by their respective state agency. Under the scheme, an interest concession of 0.05 percent can be availed on loans above Rs 2 lakh.

vi. Bhartiya Mahila Business Bank Loan

This scheme involves a loan of upto Rs 20 crore for women business owners of manufacturing enterprises. Under the Credit Guarantee Fund Trust for Micro and Small Enterprises, there is no need for collateral for loans up to Rs 1 crore. The loans under this bank loan scheme are to be repaid in seven years. The scheme was implemented by Bhartiya Mahila Bank which was merged with State Bank of India in 2017.

vii. Dena Shakti Scheme

This scheme provides loans up to Rs 20 lakh for women entrepreneurs in agriculture, manufacturing, micro-credit, retail stores, or similar small enterprises. There is a concession of 0.25 percent on rate of interest. Under the scheme, loans up to Rs 50,000 are offered under the microcredit category.

II. STATEMENT OF THE PROBLEM

Both Central and State Governments have introduced various schemes for the development of WEs. 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 WEs in Ernakulam district of Kerala.

III. OBJECTIVES OF THE STUDY

The main objectives of the present study are as follows.

- To identify the socio-economic profile of the Women Entrepreneurs in Ernakulam district of Kerala
- To ascertain the awareness on Government schemes available for Women Entrepreneurs.

IV. SCOPE OF THE STUDY

The present research work has been taken up to explore the awareness of Government schemes among WEs in Ernakulam District of Kerala.

V. SIGNIFICANCE OF THE STUDY

The present study will be useful to Women Entrepreneurs and Government. The study may help the government to understand how far women entrepreneurs are aware of the schemes provided by it. Thereby, Government may frame proper strategies for creating awareness among WEs. Furthermore, the study will assist WEs to understand the schemes offered by the Government and to utilize the same to a maximum extent.

VI. RESEARCH METHODOLOGY

DATA

Primary data have been collected by using questionnaire cum interview schedule and secondary data were collected through various articles, publication and websites

SAMPLING METHOD

By employing convenient sampling method data were collected from 80 respondents from Ernakulam District.

FRAMEWORK OF ANALYSIS

Simple percentage and Weighted Average Ranking method are employed for the study.

PERIOD OF STUDY

The study conducted during June to August 2021

VII. ANALYSIS AND INTERPRETATION**1. DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

The following table shows demographic profile of the respondents.

Table.1 :Demographic Profile of The Respondents (Sample size 80)

Sl.No	Demographics		No. of Respondents	percentage
1	Age (in years)	Below 20	10	12.50
		21-40	35	43.75
		41-60	25	31.25
		61 and above	10	12.50
2	Marital Status	Married	65	81.25
		Single	15	18.75
3	Educational qualification	Illiterate	02	2.50
		School level	28	35.00
		Graduation	41	51.25
		Professional	07	8.75
		Others	02	2.50
4	Nature of Business	Manufacturing	35	43.75
		Trading	38	47.50
		Service	07	8.75
5	Monthly income (in ₹)	Below 10000	10	12.50
		10001-20000	35	43.75
		20001-30000	20	25.00
		Above 30000	15	18.75
6	Number of earning members in family	1	4	5.00
		2	34	42.50
		3	20	25.00
		Above 3	22	27.50
7	Amount of Family Expenditure per month (in ₹)	Below 10000	35	43.75
		10001-20001	30	37.50
		20001-30000	10	12.50
		Above 30000	5	6.25

Source: Primary Data

Regarding the age level 10(12.50%) respondents age is less than 20, 35(43.75%) respondents age ranges between 21-40,25(31.25%) respondents age ranges between 41-60and the remaining 10(12.50%) respondents age is more than 61 and above. Thus, most of the respondent's age ranges between 21 – 40 years.

Among the 80 Women entrepreneurs 65(81.25%) are married and 15 (18.75%) are singles. Thus, majority of the respondents are married.

About the educational qualification 2(2.50%) respondents are illiterate, 28(35.00%) educated up to school level, 41(51.25%) are graduated, 7(8.75%) are professionals and the rest 2 (2.50%) respondents are others. Thus, majority of the respondents are graduated.

Regarding to the nature of business 35(43.75%) respondents doing, 38(47.50%) are doing trading, and the remaining 7(8.75%) are doing service. Thus, most of the respondents are doing trading.

It is clear from the above table that, among the respondents 10(12.50%) have monthly income less than Rs.10000, 35(43.75%) respondents income ranges between Rs.10001-20000, 20(25.00%) respondents have income ranges between 20001-30000, and the remaining 15(18.75%) respondents have income more than Rs.30000 per month. Thus most of the respondent's income ranges between Rs.10001-20000 per month.

Regarding the number of earning members 4(5.00%) respondents have only single member earning, 34(42.50%) respondents have two earning members, 20(25.00%) respondents have three earning members and the remaining 22(27.50%) respondents have more than three earning members. Thus, most of the respondents have two earning members in their family.

About the amount of monthly expenditure 35(43.75%) respondents are saves up to 10000 per month, 30(37.50%) saves between 10001-20000 per month, 10(12.50%) saves between 20001-30000 per month and the remaining 5(6.25%) respondent's saves above 30000 per month. Thus, most of the respondents spend less than 10000 per month.

2. SOURCES OF INFORMATION ABOUT GOVERNMENT SCHEMES

Following table shows the different sources of information about the Government Schemes.

Table 2 :Source of information

Sl. No	Source of information	No. of respondents	Percentages
1	Friends and relatives	25	31.25
2	Through Medias	15	18.75
3	Through Banks	10	12.50
4	Self interest	20	25.00
5	Others	10	12.50
	Total	80	100.00

Source: Primary Data

The table shows that 25(31.25%) of the respondents are knowing various Government schemes through their friends and relatives, 15(18.75%) of them are known through medias and through their self-interest and the and the rest 10 (12.50%) of them knowing through others like internet, books, newspapers etc....

3. WOMEN ENTREPRENUERS AWARENESS ON GOVERNMENT SCEMES

Both Central and State Governments have introduced various schemes for the development of Women Entrepreneurship. To ascertain the schemes that Women Entrepreneurs are highly aware of, Weighted Average Rank is employed. The following table discloses the result of the study

SL.NUMBER	SCHEMES	MEAN SCORE	RANK
1	MUDRA YOJANA SCHEME	8.75	1
2	BHARATHIYA MAHILA BANK	7.58	2
3	ANNAPURNA SCHEME	4.28	6
4	MAHILA UDYAM NIDHI	7.25	3
5	SREE SAKTHI PACKAGE	1.25	7
6	DENA SAKTHI	6.35	4
7	RAJIV GANDHI MAHILA VIKAS PAREIYOJANA (RGMVP)	5.28	5

Source: Primary Data

The result of Weighted Average Score discloses a majority of Women entrepreneurs are aware of —Mudra Yojana Scheme for Women with mean score of 8.75 followed by Bharathiya Mahila Bank with mean score 7.58 , Mahila Udayam Nidhi 7.25 and Dena Shakthi with a mean score 6.35.

VIII. FINDINGS OF THE STUDY

1. Most of the respondent's age ranges between 21 – 40 years.
2. Majority of the respondents are married.
3. Majority of the respondents are graduated
4. Most of the respondents are doing trading.
5. Most of the respondent's income ranges between Rs.10001-20000 per month.
6. Most of the respondents have two earning members in their family.
7. Most of the respondents spend less than 10000 per month.
8. Most of the respondents are knowing various Government schemes through their friends, relatives, Medias and through their self-interest in the area.
9. Majority of Women entrepreneurs are aware of —Mudra Yojana Scheme for Women followed by Bharathiya Mahila Bank, Mahila Udayam Nidhi and Dena Shakthi .

IX. SUGGESTIONS

Government should take necessary steps to reach out to the women entrepreneurs through social media like Facebook, Watsapp , public meetings, the local chambers of commerce etc. Educational institutions in Ernakulam district should join hands with the Government to create awareness of entrepreneurship schemes. Similarly, Lions and Rotary club members should also extend necessary assistance to Government for promoting awareness of entrepreneurship schemes among women entrepreneurs. Commercial Banks in Ernakulam district should display various entrepreneurial schemes promoted by the Government at their branches.

X. CONCLUSION

The study reveals that WEs aware of 'Mudra Yojana Scheme' to start and expand of beauty parlors, tuition centers and tailoring units. They are also aware of —Industrial Finance Corporation of India Scheme of Interest Subsidy for Women Entrepreneurs, —Annapurna Scheme etc. 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, educational institutions and social clubs should extend necessary support to Government officials for creating awareness among women entrepreneurs.

XI. SCOPE FOR THE FURTHER RESEARCH

Future researchers may look into women entrepreneurs' attitude towards Government schemes. A separate study may be carried out to ascertain the problem faced by women entrepreneurs while availing themselves of Government assistance, and their satisfaction towards Government schemes

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