

A Study On The Awareness Of Indian Government Schemes Among The Women Entrepreneurs Of Coimbatore District

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Abstract: Indian Government is offering numerous incentives and has introduced various schemes to promote women entrepreneurship. A recent scheme named 'Stand up India' announced by the government, which aims at financial benefits for women, permits women entrepreneurs (WEs) to avail themselves of bank loans from Rs. 10 lakhs to Rs. 1 crore in the manufacturing and trading sectors. The Government has also launched a 'Mudra Yojana Scheme for Women', which extends loans ranging from Rs. 50,000 to Rs. 10 lakhs for aspiring Wes, who wish to establish small business enterprises. Additionally, there are various banks that offer different schemes to WEs based on their loan requirement and enterprise size. In India, numerous institutions are established for the promotion of women entrepreneurship, namely, Federation of Indian Women Entrepreneurs (FASME), Entrepreneurship Development Institute of India (EDII), District Financial Institutions (DFI) in general, World Assembly of Small and Medium Entrepreneur (WASME), National Institute for Entrepreneurship and Small Business Development (NIESBUD), National Bank for Agriculture and Rural Development (NABARD), Small Industries Development of Bank of India (SIDBI), etc. Hence, this paper is focused on identifying Wes' awareness of Government-promoted WE schemes in Coimbatore district and offering suitable suggestions to raise their awareness. The primary data have been collected from 150 WEs by adopting convenience sampling method. The tools used for the analysis are simple percentage method and Weighted Average Rank. The findings of the study disclose that most of the WEs are aware of Muthra Yojana scheme, "Industrial Finance Corporation of India Scheme of Interest Subsidy for Women Entrepreneurs", "Annapurna Scheme" etc.

Keywords: Entrepreneurship, Women entrepreneur, Government Assistance, Schemes.

1. INTRODUCTION

Nowadays WEs start their business ventures by investing a meagre amount on their own, they expect monetary assistance from the government for stabilising their business. The Government of India, considering the significance of women entrepreneurship and their contribution towards country's growth and prospects, has introduced new schemes for helping women. The Government promotes India's entrepreneurial ecosystem by providing easy access to loans, networks, markets and training. The Government of India has introduced various schemes for women like Prime Minister's Employment Generation Programme, and Support Training and Employment Programme for Women (STEP) who has had no access to formal skills, especially in rural India. Even though, the government has introduced numerous schemes for the promotion of women entrepreneurship, only 14 per cent constitute WEs in India (Sixth Economic Sense), of which, 80 per cent finance their business on their own according to the state wise analysis of WEs in the country by SheAtwork (<https://sheatwork.com/>), a knowledge hub for WEs. The main reason for non-utilization of the Government Schemes is lack of awareness of various entrepreneurship schemes promoted by Central and State Government. Further, the government has only initiated in introducing the women entrepreneurship development schemes, but not concentrated on propagating them. Hence, a majority of the WEs are not aware of schemes promoted by the Government. Hence, in this article an effort has been made to identify the Wes' awareness of Government schemes in Coimbatore district and suggest suitable measures for raising awareness among women entrepreneurs.

2 REVIEW OF LITERATURE

FarrWherton and Brunetto (2007) in their study have ascertained that knowledgeable WEs keep an eye on Government schemes to develop links to utilize these opportunities efficiently to develop their business. They have also revealed that the government has not properly advertised their schemes among women entrepreneurs [1]. Singh and Beiwai (2008) in their study have revealed that the Government may formulate different strategies and plans for Wes, but there is a gap between intent and execution [2]. Rizvi and Gupta (2009) in their study have argued that government-supported advancement activities help only urban and middle-class female members due to their information access and level of education [3]. Brinda Kalyani (2010) in her study has rightly pointed out that the majority of the small-scale entrepreneurs are aware of the financial schemes offered by the government [4]. Sedamkar (2011) in his study has highlighted that rural women entrepreneurs are unaware of policies and schemes offered by Central and State governments. The government should take the initiative to create awareness of the schemes and subsidies among women [5]. Itani et al. (2011) in their study have observed that Government of India puts necessary efforts to encourage women entrepreneurs, but many women entrepreneurs are unaware of the schemes introduced for the promotion of business [6]. Garba (2012) has suggested that Government or policy makers should conduct workshops and seminars among interested women entrepreneurs in order to create knowledge of new schemes offered by the government [7]. Shiralashetti, A. S. (2013) in their study has suggested that the Government has to organize necessary programmes for educating and spreading awareness about new schemes among women entrepreneurs [8]. Uma SN and Ramesh HN (2018) in their study have pointed out that emerging entrepreneurs are just like newborn babies. They cannot stand on their own feet. Hence, at least in the initial stages of their business necessary support may be extended by the Government for their survival and sustainability. Thus, both State and Central Government

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have to take necessary steps to reach the ultimate beneficiaries [9]. Paulmoni Geetha (2019), in her study reveals that lead banks of every district may create awareness of the schemes and subsidies offered by the Government by making use of SMS, mail and by other social media [10]. From the literature review, it is ascertained that previous studies were carried out to assess the awareness of Government schemes among WEs at various places in India. But, not many studies have been carried out in Coimbatore district. Hence, an attempt has been made in this study to examine WEs' awareness of Indian Government schemes for the development of women entrepreneurs in Coimbatore district.

3 STATEMENT OF THE PROBLEM

Both Central and State Governments have introduced various novel 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 Coimbatore district.

4 OBJECTIVES OF THE STUDY

- To identify the socio-economic profile of the WEs
- To ascertain the awareness on Government schemes available for WEs

5 SCOPE OF THE STUDY

The present research work has been taken up to explore the awareness of Government schemes among WEs in Coimbatore district.

6 SIGNIFICANCE OF THE STUDY

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

7 RESEARCH METHODOLOGY

7.1 Data

Primary data have been collected using questionnaire and secondary data through various reviews of literatures and WEs' networks.

8 SAMPLING METHOD

By employing convenient sampling data were collected from 150 respondents in Coimbatore district.

9 FRAMEWORK OF ANALYSIS

To find normality of test, Kolmogorov-Smirnov test is employed. The result of KS test discloses that population is not normally distributed. Hence, Simple percentage and Weighted Average Rank are employed.

TABLE NO. 1

Tests of Normality^{b,c}

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Annapurna Scheme	.524	150	.001	.379	150	.001
BharatiyaMahila Bank	.536	150	.001	.300	150	.001
Stree Shakti	.536	150	.001	.300	150	.001
Orient MahilaVikasYojana Scheme	.541	150	.001	.194	150	.001
Udyogini Scheme	.541	150	.001	.194	150	.001
Mudra Yojana Scheme for Women	.351	150	.001	.720	150	.001
Credit Guarantee Fund Scheme	.536	150	.001	.248	150	.001
The stand – up India scheme	.536	150	.001	.248	150	.001
Women Enterprise Development Scheme (WEDS)	.536	150	.001	.300	150	.001
Support to Training and Employment Programme for women (STEP)	.539	150	.001	.252	150	.001
Trade Related Entrepreneurship Assistance and Development (TREAD)	.537	150	.001	.121	150	.001
Rajiv Gandhi MahilaVikasPariyojana (RGMVP)	.501	150	.001	.454	150	.001
Industrial Finance Corporation of India Scheme of Interest Subsidy for Women Entrepreneurs	.537	150	.001	.121	150	.001

From the above table it is ascertained that calculated P value

of the Kolmogorov-Smirnov and Shapiro-Wilk test is less than 0.01, clearly proving that the data are not normally distributed. Hence, we employed non-parametric test.

7.2 Discussion and Recommendations

7.2.1 Demographic factors

The following paragraphs discuss demographic factors of select women entrepreneurs in Coimbatore district.

TABLE NO. 2

Area of Residence	Numbers	Percentage
Urban	80	53.3
Rural	70	46.7
Total	150	100.0

Out of 150 women entrepreneurs 80 (53.3%) reside in urban, and the rest 70 (46.7%) in rural, areas. Thus, a majority of the women entrepreneurs reside in the urban area.

TABLE NO. 3

Age (Years)	Numbers	Percentage
Up to 30	28	18.7
31 – 40	66	44.0
Above 40	56	37.3
Total	150	100.0

28 (18.7%) women entrepreneurs are in the age group of 30 years, 66 (44%) between 31 and 40 years and the remaining 56 (37.3%) above the age of 40 years. Thus, most of the women entrepreneurs' age ranges between 31 and 40 years.

TABLE NO.4

Educational Qualification	Numbers	Percentage
SSLC	51	34.0
H.Sc.	33	22.0
Under Graduate	47	31.3
Post Graduate	19	12.7
Total	150	100.0

51 (34%) women entrepreneurs have SSLC qualification; 33 (22%) Higher Secondary educational qualification; 47 (31.3%) graduate educational qualification and the rest 19 (12.7%) post graduate educational qualification. Thus, most of the women entrepreneurs have SSLC educational qualification.

TABLE NO. 5

Marital Status	Numbers	Percentage
Married	144	96.0
Unmarried	6	4.0
Total	150	100.0

one hundred and forty four (96%) women entrepreneurs are married and the rest (4%) are unmarried. Thus, it is observed that a majority of the women entrepreneurs are married.

TABLE NO. 6

Type of Family	Numbers	Percentage
Joint	62	41.3
Nuclear	88	58.7
Total	150	100.0

62 (41.3%) women entrepreneurs belong to joint family and the remaining 88 (58.7%) to nuclear family. Thus, a majority of the women entrepreneurs belong to nuclear family.

TABLE NO.7

Status in Family	Numbers	Percentage
Head	22	17.7

Member	128	85.3
Total	150	100.0

22 (17.7%) women entrepreneurs are acting as heads of the family and 128 (85.3%) are members of the family. Thus, a majority of the women entrepreneurs are members of the family.

Table No. 8

Monthly Income	Numbers	Percentage
Up to 15000	47	31.3
15001-30000	61	40.7
Above 30000	42	28.0
Total	150	100.0

The monthly income of 47 (31.3%) women entrepreneurs ranges up to Rs. 15000, that of 61 (40.7%) from Rs. 15001 to Rs. 30000 and that of the remaining 42 (28%) above Rs. 30000. Thus, most of the women entrepreneurs' monthly income ranges between Rs. 15001 and Rs. 30000.

TABLE NO. 9

Family Income	Numbers	Percentage
Up to 30000	60	40.0
30001-50000	40	26.7
Above 50000	50	33.3
Total	150	100.0

The monthly family income of 60 (40%) women entrepreneurs ranges up to Rs. 30000, that of 40 (26.7%) from Rs. 30001 to Rs. 50000 and that of 50 (33.3%) above Rs. 50000. Thus, the monthly income of most of the women entrepreneurs' family ranges up to Rs. 30000.

TABLE NO. 10

Family Expenditure	Numbers	Percentage
Up to 15000	54	36.0
15001-30000	52	34.6
Above 30000	44	29.3
Total	150	100.0

The monthly family expenditure of 54 (36%) women entrepreneurs ranges up to Rs. 15000, that of 52 (34.6%) from Rs. 15001 to Rs. 30000 and that of 44 (29.3%) above Rs. 30000. Thus, most of the women entrepreneurs' family expenditure ranges up to Rs. 15000.

A. Business Profile

The paragraphs that follow discuss business profiles of women entrepreneurs of Coimbatore district.

TABLE NO. 11

Nature of Business	Numbers	Percentage
Production	31	20.7
Trading	50	33.3
Service	69	46.0
Total	150	100.0

31 (20.7%) women entrepreneurs are involved in production-oriented business, 50 (33.3%) carryout trading form of business and the remaining 69 (46%) carry out service-oriented activity. Thus, a majority of the women entrepreneurs are involved in service-oriented activity.

TABLE NO. 12

Location of Business	Numbers	Percentage
Urban	98	65.3

Rural	52	34.7
Total	150	100.0

98 (65.3%) WEs carry out their business in urban areas and the remaining 52 (34.7%) in rural areas. Thus, a majority of the women entrepreneurs carry out their business in the urban area.

TABLE NO. 13

Experience in Business	Numbers	Percentage
Up to 5	47	31.3
6 – 10	65	43.4
Above 10	38	25.3
Total	150	100.0

47 (31.3%) women entrepreneurs have five years of experience in their business, 65 (43.4%) six to ten years and the remaining 38 (25.3%) more than ten years. Thus, most of the women entrepreneurs' business experience ranges from six to ten years.

Table No. 14

First Generation	Numbers	Percentage
Yes	123	82.0
No	27	18.0
Total	150	100.0

123 (82%) women are first generation entrepreneurs while the remaining 27 (18%) are not. Thus, a majority of the WEs are first generation entrepreneurs. The Indian Government should pay extra attention to the first generation entrepreneurs by creating awareness among them of the schemes subsidized by it.

TABLE NO. 15

Initial Investment	Numbers	Percentage
Up to 100000	61	40.7
100001-500000	53	35.3
Above 500000	36	24.0
Total	150	100.0

The business investment of 61 (40.7%) women entrepreneurs ranges up to Rs. 100000, that of 53 (35.3%) from Rs. 100001 to Rs. 500000 and that of the remaining 36 (24%) above Rs. 500000. Thus, most of the women entrepreneurs' business investment ranges up to Rs. 100000.

Table No. 16

Amount of Working Capital	Numbers	Percentage
Up to 10000	59	39.3
10001-20000	39	26.0
Above 20000	52	34.7
Total	150	100.0

According to their own statements, the business working capital of 59 (39.3%) women entrepreneurs ranges up to Rs. 10000, that of 39 (26%) from Rs. 10001 to Rs. 20000 and that of the rest 52 (34.7 %) above Rs. 20000. Thus, most of the women entrepreneurs agree that their business working capital ranges up to 10000.

Table No. 17

Source of Capital	Numbers	Percentage
Own Savings	54	36.0
Availed Loan	96	64.0
Total	150	100.0

54 (36%), WEs invest from their own savings as capital for promotion of their business and the remaining 96 (64%) avail

themselves of loans for their capital. Thus, a majority of the women entrepreneurs avail themselves of loans for promoting their business.

B. Women Entrepreneurs Awareness on Government Schemes

Both Central and State Governments have introduced numerous 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.

TABLE NO. 18

Schemes	Highly Aware	Aware	Not Aware	Score	Mean	Rank
Annapurna Scheme	0	18	132	168	1.12	3
	0	36	132			
Bharatiya Mahila Bank	0	12	138	162	1.08	5
	0	24	138			
Stree Shakti	0	12	138	162	1.08	5
	0	24	138			
Orient Mahila Vikas Yojana Scheme	0	6	144	156	1.04	7
	0	12	144			
Udyogini Scheme	0	6	144	156	1.04	7
	0	12	144			
Cent Kalyani Scheme	0	0	150	150	1.00	9
	0	0	150			
Mudra Yojana Scheme for Women	12	54	84	228	1.52	1
	36	108	84			
Credit Guarantee Fund Scheme	6	3	141	165	1.10	4
	18	6	141			
The stand-up India scheme	6	3	141	165	1.10	4
	18	6	141			
Women Enterprise Development Scheme (WEDS)	0	12	138	162	1.08	5
	0	24	138			
Support to Training and Employment Program for women (STEP)	0	0	150	150	1.00	9
	0	0	150			
Trade Related Entrepreneurship Assistance and Development (TREAD)	0	9	141	159	1.06	6
	0	18	141			
Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)	0	3	147	153	1.02	8
	0	6	147			
Industrial Finance Corporation of India Scheme of Interest Subsidy for Women Entrepreneurs	3	21	126	177	1.18	2

The result of Weighted Average Score discloses a majority of Women entrepreneurs are aware of "Mudra Yojana Scheme for Women", "Industrial Finance Corporation of India Scheme of Interest Subsidy for Women Entrepreneurs", "Annapurna Scheme" etc.

Hence, the Government has to create awareness of its schemes among women entrepreneurs by conducting necessary women entrepreneurship awareness camps, advertisements through social media etc. Further, the state

government may create separate women entrepreneur cell / association in each district so that WEs can get clarity on, and access to, useful schemes.

8 SUGGESTIONS

Government should take responsibility to reach out to the women entrepreneurs through social media, public campaigns, the local chambers of commerce etc. Educational institutions in Coimbatore 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. Banks in Coimbatore district should prominently display various entrepreneur schemes promoted by the Government at their branches.

9 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.

10 SCOPE FOR THE FURTHER RESEARCH

Future researchers may look into women entrepreneurs' perception of 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. A study may also be carried out to study the difficulties faced by WEs in product-marketing. Success of sales depends on product branding. Hence, a study may be carried out to study the branding mechanism adopted by women entrepreneurs for marketing their products.

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