

AWARENESS OF GOVERNMENT SCHEMES AMONG WOMEN ENTREPRENEURS WITH SPECIAL REFERENCE TO CHENGALPET DISTRICT

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ABSTRACT

Gone are the days when Indian women were restricted from residing inside four walls, their immense strength and potential going unnoticed and unaccounted for. They are now becoming more involved in every aspect of life. Women entrepreneurs are becoming a major force behind innovation, social change, and economic growth in an evolving and ever-changing business world. Their constant spirit, endurance, and commitment have allowed them to push the boundaries of success and challenge conventional norms, driving them to the leading edge of the entrepreneurial world. To keep up with and accelerate the rise of women-owned businesses in India, the Indian government has been launching a number of initiatives. In order to motivate them, the government offers generous benefits. However, the degree to which these schemes are used by women entrepreneurs can be utilized to evaluate their success. Due to a lack of knowledge, only few female entrepreneurs are taking advantage of certain government programs. There are lot of woman entrepreneurs are ignorant of the vast networks and resources that the government initiatives provide. The present study aims to measure the level of awareness of government schemes among women entrepreneurs in Chengalpet district.

Keywords: Women Entrepreneur, Awareness, Government Schemes

INTRODUCTION

The importance of women entrepreneurs cannot be emphasized in a time when women's contributions to the global economy are being acknowledged. In worldwide, Governments have realized the importance of women being involved in the business world and have put in place a variety of programs and initiatives to support them in their entrepreneurial pursuits. These programs, which aim to encourage women in business, range from financial assistance schemes to mentorship and training possibilities. The Indian government has launched new initiatives to support women entrepreneurs, realizing the importance of women's entrepreneurship, their role in the growth and future of the nation. The programs offered by Government provide women entrepreneurs to access funding, training, mentorship and other resources. For women entrepreneurs, being aware of government initiatives is crucial, since it can facilitate their ability to get the necessary resources for success. Governmental training and development initiatives can assist women entrepreneurs in acquiring the abilities and know-how required to successfully manage their enterprises. Governmental mentoring programs can facilitate the connection between women entrepreneurs and experienced women entrepreneurs who can offer advice and assistance. The Government of India has introduced many schemes like Cent Kalyani Scheme, Trade related Entrepreneurship Assistance and Development Scheme, Prime Minister Rogar Yojana, Mahila Udyam Nidhi Scheme, Mudra Yojana Scheme for Women and many schemes as like this which

are supporting the women entrepreneurs to do their business smoothly. However, a large number of women entrepreneurs are still unaware of the extensive networks and resources that these government programs offer. The effects of this ignorance go beyond individual entrepreneurs; it impacts the larger framework of economic growth and gender equality. Therefore, an attempt has been made in this article to determine the level of knowledge among women entrepreneurs in Chengalpet district about government schemes and to recommend appropriate actions for increasing awareness among women entrepreneurs.

ROLE OF GOVERNMENT FOR WOMEN ENTREPRENEURS DEVELOPMENT

The Government of India plays a vital role in the development of women entrepreneurship. In order to assist women entrepreneurs, the government has introduced a number of policies and programs to support women entrepreneurs in starting and growing their businesses. The goal of these policies and programs is to provide women entrepreneurs to access funding, training, mentorship and other resources. Here is a list of various schemes and programs created especially for women entrepreneurs in an effort to support and simplify the process:

STREE SHAKTI: The Karnataka State Government's women's program, Stree Shakti, is solely dedicated to empowering rural women and enhancing their social, political, and financial capabilities. The program provides several advantages like loans with low interest rates, subsidies on processing fees, zero-collateral loans, relaxed eligibility criteria and flexible repayment options.

ANNAPURNA SCHEME: The State Bank of Mysore is offering this program to women entrepreneurs who are starting food catering businesses to sell packaged meals, snacks, and other items.

BHARATIYA MAHILA BANK BUSINESS LOAN: The BMB Business Loan is a scheme designed to provide financial assistance to women entrepreneurs who are starting or expanding their businesses. The loan is available for a variety of purposes, including working capital, purchase of fixed assets, expansion of business and renovation of business premises.

DENA SHAKTI SCHEME: The Dena Shakti Scheme is a loan program created to give Indian women entrepreneurs financial support. Dena Bank, a public sector bank that has led the way in women's empowerment programs, is the one offering it. The program seeks to support women who want to start their own businesses and improve the nation's economy.

UDYOGINI SCHEME: A government-funded initiative in India called the Udyogini Scheme seeks to empower women entrepreneurs by giving them access to loans, training, and mentorship to help them launch and expand their enterprises. All women are eligible for the program, regardless of their age, level of education, or work history.

CENT KALYANI SCHEME: The Central Bank of India launched the Cent Kalyani Scheme with the goal of empowering and assisting women entrepreneurs by offering financial support and business advisory services. Its main goals are to support female entrepreneurs and take care of their financial needs.

MAHILA UDYAM NIDHI SCHEME: The program's main objective is to encourage and assist female entrepreneurs who want to launch small companies in industries like manufacturing,

services, and related fields. Under this program, working capital or term loans are given to female entrepreneurs as financial assistance for starting new businesses or growing existing ones.

MUDRA YOJANA SCHEME FOR WOMEN; The Mudra Yojana Scheme, also known as the Pradhan Mantri Mudra Yojana (PMMY), is an Indian government-sponsored initiative that aims to provide financial assistance to micro, small, and medium-sized enterprises (MSMEs), with a particular emphasis on female entrepreneurs. The scheme provides a variety of loans, including micro-loans starting at Rs. 50,000, to assist women in starting, expanding, or improving their businesses.

ORIENT MAHILA VIKAS YOJANA SCHEME: Oriental Bank of Commerce offers this scheme to women who own 51% of a proprietary company, either individually or jointly. In the case of small-scale industries, no collateral security is required for loans ranging from 10 lakhs to 25 lakhs, with a repayment period of 7 years. An interest rate reduction of up to 2% is provided.

MAHILA COIR YOJANA: The Coir Board implemented the Mahila Coir Yojana (MCY) to empower women in the country through training and the distribution of coir processing equipment. This is a women-only program designed to provide self-employment opportunities for rural women artisans in coir-producing regions.

WOMEN ENTERPRISE DEVELOPMENT SCHEME: The Women Entrepreneurship Development Scheme (WEDS) is an Indian government-sponsored initiative that promotes and supports the growth of women-led businesses. The program offers a comprehensive package of support to female entrepreneurs, including training, mentoring, financial assistance, and market connections.

TRADE RELATED ENTREPRENEURSHIP ASSISTANCE AND DEVELOPMENT: Trade Related Entrepreneurship Assistance and Development (TREAD) scheme has launched by MSME in India. It seeks to empower women by providing opportunities for them to develop entrepreneurial skills and participate in trade-related activities. The program specifically targets women in both urban and rural areas, providing financial assistance, training, and assistance in establishing and expanding microenterprises.

REVIEW OF LITERATURE

M. Uma and Arthi Arulmoorthy (2019) in their study investigated that the level of awareness of the schemes provided by central government for entrepreneurs. It was realized that a number of entrepreneurs had benefited from and were still benefiting from various central government-provided schemes. Finally, the study concluded that the level of awareness among entrepreneurs has rapidly increased.

Sathiyabama P and Velmurugan R (2019) in their study ascertained the awareness on Government schemes available for women entrepreneurs. According to their study, they have found that only few women are benefited. The state government must consistently implement a monitoring system to expand its beneficiaries.

Dr. D. Ashok, Dr. V. Selvam and Dr. Indra Devi (2018) in their study identified about the women awareness and access to various government schemes to promote women entrepreneur in India. Women are excelling in various spheres due to improved education, awareness, and

entrepreneurship schemes, with studies showing their empathetic, flexible, and stronger interpersonal skills.

STATEMENT OF THE PROBLEM

Government programs are essential in assisting women entrepreneurs launch, grow, and maintain their businesses by giving them funding, mentoring, and support. Though there are a number of schemes available, many women entrepreneurs in Chengalpet district do not know about them, which limits their access to resources and opportunities that could greatly improve their business ventures. One possible reason for the low utilization of government programs is the ignorance of women entrepreneurs. Therefore, this study aims to determine the level of awareness among women entrepreneurs of the government-introduced programs for the development of women entrepreneurs in Chengalpet district.

OBJECTIVES OF THE STUDY

1. To study the demographic profile of the women entrepreneurs.
2. To measure the level of awareness on government schemes among women entrepreneurs.

RESEARCH METHODOLOGY

A descriptive research design was adopted to study the level of awareness on government schemes among women entrepreneurs. In this study, interview scheduling method was adopted to collect the primary information from the respondents. A well-structured questionnaire was prepared which was aimed to collect the required information from the participants. The sample size of the study is 50. Convenience sampling technique were used.

DATA ANALYSIS AND INTERPRETATION

TABLE NO: 1 DEMOGRAPHIC PROFILE

DEMOGRAPHIC VARIABLES	CATEGORIES	NO. OF RESPONDENTS	PERCENTAGE
AGE	16 – 25 years	14	28
	26 – 35 years	17	34
	36 – 45 years	10	20
	45 years & above	9	18
	Total	50	100
Educational Qualification	Uneducated	5	10
	SSLC	8	16
	HSC	17	34
	Under graduation	16	32
	Post-graduation	4	8
	Total	50	100

Marital status	Single	13	26
	Married	30	60
	Divorced	3	6
	Widowed	4	8
	Total	50	100
Type of Family	Joint Family	21	42
	Nuclear Family	24	48
	Single parent Family	5	10
	Total	50	100
Monthly Income	Below Rs.15000	24	48
	Rs.15000 to Rs.30000	21	42
	Above Rs. 30000	5	10
	Total	50	100

Source: Primary data

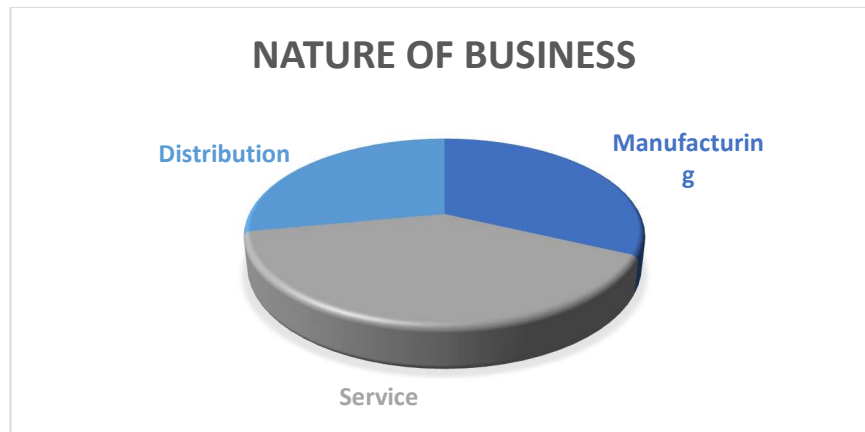
FINDINGS

From the above table, it has been identified that 28% of the respondents belongs to the age group of 16-25 years, 34% of the respondents belongs to the age group of 26-35 years, 20% of the respondents belongs to the age group of 36-45 years and 18% of the respondents belongs to the age group of above 45 years an above. With regard to education, 10% of the respondents are uneducated, 16% of the respondents belongs to the education group of SSLC, 34% of the respondents belongs to the education group of HSC, 32% of the respondents are under graduated and 8% of the respondents are post graduated. With respect to marital status, 26% of the respondents are single, 60% of the respondents are married, 6% of the respondents are divorced and 8% of the respondents are widowed. With regard to family type, 42% of the respondents are belongs to the group of joint family, 48% of the respondents are belongs to the group of nuclear family and 10% of the respondents are belongs to the group of single parent family. With respect to monthly income, 48% of the respondents are earning below Rs. 15000, 42% of the respondents are earning from Rs.15000 to Rs.30000 and 10% of the respondents are earning above Rs. 30000.

TABLE NO: 2 NATURE OF BUSINESS

NATURE OF BUSINESS	FREQUENCY	PERCENTAGE
Manufacturing	16	32
Service	20	40
Distribution	14	28

Source: Primary Data

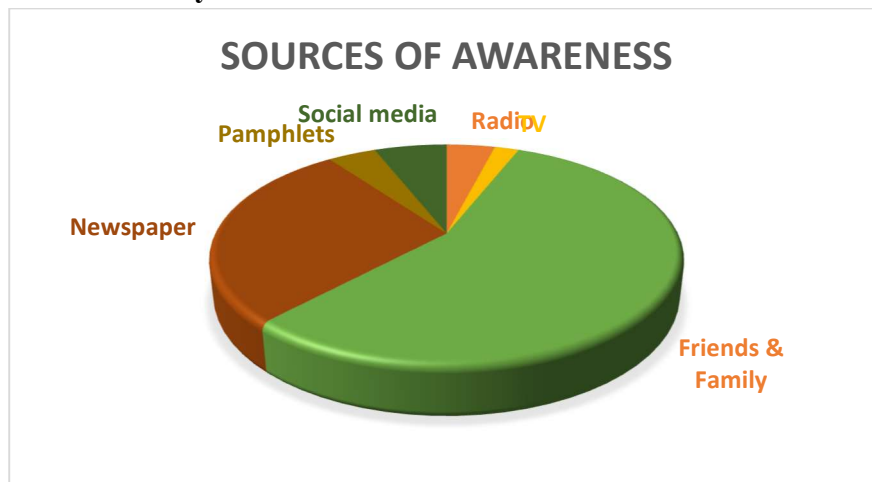


From the above table, it has been identified that majority of the respondents are from service sector with a percentage of 40%, following to that 32% of the respondents are from manufacturing sector, and 28% of the respondents are from distribution sector.

TABLE NO: 3 SOURCES OF AWARENESS

SOURCES OF AWARENESS	FREQUENCY	PERCENTAGE
Radio	2	4
TV	1	2
Friends & Family	28	56
Newspaper	14	28
Pamphlets	2	4
Social media	3	6

Source: Primary Data



From the above table, it has been identified that the source of awareness of schemes is maximum through friends and family with a percentage of 56%. Other sources like newspaper, social media, TV and pamphlets have minimum percentage. So, it is understood from the above table that most of the entrepreneurs come to know about the schemes through friends and family.

TABLE NO: 4 LEVEL OF AWARENESS AMONG WOMEN ENTREPRENEURS

SCHEMES	MEAN SCORE	RANK
Stree Shakthi	3.46	4
Annapurna Scheme	3.54	3
Bharatiya Mahila Bank Business Loan	3.12	7
Dena Shakthi Scheme	2.88	10
Udyogini Scheme	2.62	11
Cent Kalyani Scheme	3.70	2
Mahila Udyam Nidhi Scheme	3.14	6
Mudra Yojana Scheme for Women	3.76	1
Orient Mahila Vikas Yojana Scheme	2.90	9
Mahila Coir Yojana	2.36	13
Women Enterprise Development Scheme(WEDS)	3.00	8
Trade related Entrepreneurship Assistance and Development (TREAD)	3.40	5
Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)	2.35	14
Prime Minister Rogar Yojana (PMRY)	2.38	12

Source: Primary Data

From the above table, it has been identified that first rank was obtained by Mudra Yojana Scheme for Women (Mean score 3.76), second rank was obtained by Cent Kalyani Scheme (Mean score 3.70), third rank was obtained by Annapurna Scheme (Mean score 3.54), fourth rank was obtained by Stree Shakthi (Mean score 3.46), fifth rank was obtained by Trade related Entrepreneurship Assistance and Development (TREAD) and the least rank was obtained by Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP).

HYPOTHESIS TESTING

H₀: There is no significant relationship between educational qualification and awareness of government schemes among women entrepreneurs.

H₁: There is a significant relationship between educational qualification and awareness of government schemes among women entrepreneurs.

ONEWAY ANOVA ON EDUCATIONAL QUALIFICATION AND AWARENESS OF GOVERNMENT SCHEMES AMONG WOMEN ENTREPRENEURS

Government Schemes	Educational Qualification					F-Value	P-Value
	Uneducated	SSLC	HSC	Under Graduated	Post Graduated		
Stree Shakthi	2.00 (1.225)	3.88 (0.991)	3.24 (1.437)	3.81 (1.047)	4.00 (1.155)	2.720	0.041
Annapurna Scheme	3.00 (1.414)	3.75 (1.282)	3.24 (1.300)	3.81 (1.167)	4.00 (1.155)	0.859	0.496

Bharatiya Mahila Bank Business Loan	1.60 (0.548)	3.25 (1.282)	3.06 (1.391)	3.38 (1.258)	4.00 (1.155)	2.504	0.055
Dena Shakthi Scheme	1.80 (0.447)	2.00 (0.926)	3.00 (1.369)	3.25 (1.483)	4.00 (1.155)	2.970	0.029
Udhyogi Scheme	1.00 (0.000)	1.75 (1.035)	2.59 (1.460)	3.13 (1.544)	4.50 (0.577)	5.371	0.001
Cent Kalyani Scheme	3.60 (1.517)	3.88 (1.246)	3.29 (1.490)	3.88 (1.258)	4.50 (0.577)	0.860	0.495
Mahila Udyam Nidhi Scheme	1.60 (0.548)	2.38 (1.188)	2.94 (1.345)	3.88 (1.088)	4.50 (0.577)	6.366	0.000
Mudra Yojana Scheme for Women	3.40 (1.517)	3.00 (1.690)	3.53 (1.281)	4.31 (0.793)	4.50 (0.577)	2.262	0.077
Orient Mahila Vikas Yojana Scheme	2.00 (1.000)	1.50 (0.535)	2.82 (1.380)	3.63 (1.408)	4.25 (0.957)	5.795	0.001
Mahila Coir Yojana	1.20 (0.447)	1.63 (0.916)	2.41 (1.502)	2.75 (1.238)	3.50 (0.577)	3.154	0.023
Women Enterprise Development Scheme	1.60 (0.894)	2.75 (1.488)	3.00 (1.369)	3.44 (1.365)	3.50 (0.577)	2.081	0.099
Trade related Entrepreneurship Assistance and Development	2.20 (1.304)	3.13 (1.553)	3.53 (1.463)	3.75 (1.571)	3.50 (0.571)	1.183	0.331
Rajiv Gandhi Mahila Vikas Pariyojana	1.20 (0.447)	1.63 (0.518)	2.59 (1.460)	1.315 (0.329)	0.577 (0.289)	3.140	0.023
Prime Minister Rozgar Yojana	1.20 (0.447)	1.38 (0.518)	2.59 (1.460)	2.75 (1.291)	3.50 (0.577)	4.118	0.006

Note: The value within the bracket refers to SD.

The above table shows that P value is greater than 0.05 at 5% level of significance in respect to the schemes like Annapurna Scheme, Cent Kalyani Scheme, Mudra Yojana Scheme for Women, Women Enterprise Development Scheme, Trade related Entrepreneurship Assistance and Development. Hence, there is no significant relationship between educational qualification and awareness of government schemes among women entrepreneurs. Therefore, H_0 is accepted.

The above table shows that P value is lesser than 0.05 at 5% level of significance in respect to the schemes like Stree Shakthi, Bharatiya Mahila Bank Business Loan, Dena Shakthi Scheme, Udhyogi

Scheme, Mahila Udyam Nidhi Scheme, Orient Mahila Vikas Yojana Scheme, Mahila Coir Yojana, Rajiv Gandhi Mahila Vikas Pariyojana, Prime Minister Rozgar Yojana. Hence, there is a significant relationship between educational qualification and awareness of government schemes among women entrepreneurs. Therefore, H_1 is accepted.

SUGGESTIONS

Targeted strategies are necessary to increase women entrepreneurs' awareness of government programs. Information can be distributed efficiently by organizing frequent, targeted awareness campaigns via community involvement, seminars, and workshops. Utilizing social media and digital platforms to share success stories and timely content in regional tongues will assure a broader audience and comprehension. Direct communication and addressing particular challenges can be facilitated by working with women's organizations and business networks. Government schemes can also be made more accessible by shortening application procedures, setting out precise guidelines, and providing assistance. The development of networking events and mentorship programs will create a community that is supportive and allows for the sharing of experiences and insights, which will increase awareness and utilization of resources.

CONCLUSION

Based on the analysis of awareness of government schemes among women entrepreneurs in Chengalpet district, it can be concluded that women entrepreneurs are only aware about some government schemes like Mudra Yojana Scheme for Women, Cent Kalyani Scheme, Annapurna Scheme, Stree Shakthi and Trade related Entrepreneurship Assistance and Development. It is clear that very few women are benefiting from these programmes. So, it is essential to enhance awareness of government schemes among women entrepreneurs and fosters an inclusive and supportive entrepreneurial ecosystem.

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