

A Study on Women Entrepreneur's Awareness on Government Schemes- with Special Reference to Coimbatore District

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Abstract: *Empowering women entrepreneurs through innovative strategies and support networks is crucial for economic growth and social progress". Women entrepreneurs are catalysts for innovation and change. Their determination fuels their ventures, breaking barriers and shattering stereotypes. Through resilience and creativity, they carve out their paths in the business world. Empowering women entrepreneurs leads to economic growth and social progress. Their success inspires future generations of women to pursue their entrepreneurial dreams. This study investigates the awareness levels of women entrepreneurs regarding Tamil Nadu government schemes, with a focus on Coimbatore district. Through surveys and interviews, it assesses the knowledge and utilization of various schemes aimed at supporting women in entrepreneurship. Findings reveal the extent to which these entrepreneurs are aware of available schemes, their understanding of eligibility criteria, and the challenges they face in accessing them. The study also explores the effectiveness of government initiatives in promoting women's entrepreneurship in Coimbatore. Recommendations are provided to enhance awareness, streamline processes, and improve the implementation of schemes to better support women entrepreneurs in the region.*

Key Words: *Women Entrepreneur's, Awareness, Tamil Nadu, Government Schemes*

1.INTRODUCTION:

Women entrepreneurs are a dynamic force driving innovation and economic growth across industries worldwide. With resilience and determination, they break barriers, challenge norms, and carve their path in the business world. These visionary leaders bring fresh perspectives, creativity, and a unique approach to problem-solving. Their ventures not only generate wealth but also create opportunities for empowerment and social impact. Through their endeavors, women entrepreneurs inspire future generations and redefine the landscape of entrepreneurship, they play a pivotal role in driving economic growth and fostering innovation. However, despite their significant contributions, they often face unique challenges in accessing resources and support. Recognizing this, governments around the world have introduced various schemes and initiatives aimed at empowering women entrepreneurs. These schemes encompass a wide range of benefits, including financial assistance, training programs, mentorship opportunities, and preferential treatment in procurement processes. Yet, awareness about these government schemes remains a crucial issue, with many women entrepreneurs unaware of the resources available to them. In light of this, a comprehensive study aims to delve into the awareness levels among women entrepreneurs regarding the various schemes initiated by the government. By examining the extent of knowledge, accessibility, and utilization of these schemes, this research endeavors to shed light on the challenges faced by women entrepreneurs in leveraging governmental support for their ventures. Understanding these dynamics is not only crucial for fostering gender-inclusive economic policies but also for catalyzing the entrepreneurial spirit among women, ultimately contributing to the socio-economic development of the region. Therefore, it is imperative to enhance awareness among women entrepreneurs regarding these government initiatives, ensuring they can leverage them effectively to fuel their entrepreneurial aspirations and contribute meaningfully to the economy.

2. GOVERNMENT SCHEMES FOR WOMEN ENTREPRENEUR'S:

- **Stand Up India Scheme:** Launched by the Government of India, this scheme facilitates bank loans between 10 lakh and 1 crore to at least one Scheduled Caste (SC) or Scheduled Tribe (ST) borrower and at least one woman borrower per bank branch for setting up greenfield enterprises.
- **Mudra Yojana:** This scheme provides loans up to Rs. 10 lakh to non-corporate, non-farm small/micro-enterprises. It supports various stages of the business cycle, including start-up, growth, and expansion.
- **Mahila Coir Yojana:** Under this scheme, financial assistance is provided to women entrepreneurs for setting up coir-based businesses. The scheme aims to empower women through self-employment.
- **Annapurna Scheme:** This scheme offers credit facilities to women entrepreneurs running small food catering businesses, providing working capital requirements.
- **Udyogini Scheme:** Operated by the Government of Delhi, this scheme provides financial assistance to women for setting up small-scale industrial units.
- **Stree Shakti Package for Women Entrepreneurs:** This scheme provides various concessions, such as lower interest rates on loans, to women entrepreneurs.
- **Rashtriya Mahila Kosh (RMK):** RMK provides microfinance services to women in India. It aims to encourage women's entrepreneurship and economic activities.
- **Nari Shakti Puraskar:** This is an initiative by the Ministry of Women and Child Development to recognize exceptional work done by individuals and institutions in empowering women and fostering gender equality.
- **Support to Training and Employment Programme (STEP):** This scheme aims to provide skills that give employability to women and to provide competencies and skill that enable women to become self-employed/entrepreneurs.
- **Venture Capital Fund for Women (VCFW):** This scheme aims to provide financial assistance to women entrepreneurs and women self-help groups (SHGs) to meet their diverse credit needs.

3. REVIEW OF LITERATURE:

Rakesh Kumar Gautam, (2016) The imbalance between women's obligations to their families and careers, the lack of direct asset ownership, the lack of financial independence for rural women, the lack of entrepreneurial skills and finances among economically wealthy and poor women, the neglect of financial institutions, the low risk tolerance, the lack of self-confidence, the difficulties working with men, and the restriction of flexibility are just a few of the issues that women face.

Sathiyabama R, (2019) To provide details and useful advice to help the Coimbatore district become more aware about government-sponsored WE projects. Simple percentage methods and weighted average ranks are the analysis tools employed. The results of this survey demonstrate that the majority of international businesspeople are aware of the Muthara Scheme, an interest subsidy programme for women entrepreneurs run by the Indian Industrial Finance Corporation.

Gawade, (2017) A woman entrepreneur is someone who possesses the traits of determination, tenacity, and business savvy. Every economic development benefits significantly from the transformational power of women entrepreneurs.

4. STATEMENT OF THE PROBLEM :

The government of India set aside reasonable amount of money which women who have business ideas can borrow in business. Women are encouraged to start small business in order to have their own source of income thus they become independent. Various nongovernmental organizations also offer financial support to women in India and encourage and each them how they can be making their own money by starting various business activities. Even though some entrepreneurs did not know the various schemes available from state government and central government. Therefore, the study aims to investigate the level of awareness among women entrepreneurs regarding government schemes. It will delve into the specific schemes offered by the government to support women entrepreneurs, examining their knowledge, utilization, and perception of these initiatives. The research will analyze the factors influencing awareness levels, such as demographic characteristics, education, and entrepreneurial experience. Furthermore, it will assess the effectiveness of current communication channels used to disseminate information about these schemes. The study seeks to provide insights that can enhance policy-making and outreach efforts aimed at empowering women in entrepreneurship. By understanding the gaps in awareness, the research aims to propose strategies to improve access to government support programs and ultimately foster the growth of women-led businesses.

5. OBJECTIVES OF THE STUDY:

The present study has the following objectives:

1. To know the socio-economic status of women entrepreneurs in the study area.
2. To assess the awareness about government schemes available for women entrepreneurs.

6. METHODOLOGY:

The present study has been undertaken in Coimbatore District. This is based on the primary and secondary data. The interview schedule was used to collect the primary data. The primary data has been collected from women entrepreneurs in Coimbatore District. Secondary data has been collected from books, magazines and journals.

Sampling and Statistics Tools:

Researchers used random sampling technique to choose the sample size. 140 samples were selected by stratified random sampling. The data were collected from coimbatore district. The collected data were analysed through different statistical tools like Simple percentage.

Scope of the Study

The present study has been made to analysis about the women entrepreneurs' awareness about government schemes in Coimbatore district. The study undertake about the schemes from development of women entrepreneurs and their expectations.

7. ANALYSIS AND INTREPRETAIONS:

TABLE -1
Socio Economic Profile of the Respondents

Variables		Number of Respondents	Percentage
Area of Residence	Rural	32	23
	Urban	36	26
	Semiurban	72	51
Age	Below 25 Years	45	32
	25-50 Years	86	61
	Above 50 Years	09	06
Educational Qualification	10 th	08	06
	12 th	15	11
	UG	68	49
	PG	36	26
	M.Phil	10	07
	Phd	03	02
Marital Status	Married	96	69
	Unmarried	44	31
Type of Family	Nuclear	87	62
	Joint	53	38
Members in the Family	1-2 Members	45	32
	3-4 Members	71	51
	Above 4 Members	24	17
Members in the Family (Earning)	1-2 Members	86	61
	3-4 Members	34	24
	Above 4 Members	20	14
Number of Children in the Family	1-2	122	87
	2-3	10	07
	Above 3	08	06
Monthly Income	Below 20,000	46	33
	20,001-50,000	74	53
	Above 50,001	20	14
Family Income	Below 50,000	38	27

	50,001-1,00,000	62	44
	Above 1,00,001	40	29
Sources of Information	Advertisement	12	09
	Television	25	18
	Newspaper	24	17
	Radio	08	06
	Social Media	45	32
	Magazine	18	13
	Educational Institution	08	06

Source-Primary Data

The table 1 reveals that majority of the respondent 72(51.00%) residing in rural area, 86(61.00%) of the Respondent are between the age group of twenty five years and fifty years, 68(49.00%) of the respondents are undergraduates, 96(69.00%) respondents marital status are married, 87(62.00%) of the respondents are from nuclear family, 71(51.00%) respondents have three to four members in the family, 86(61.0%) respondents revelas that there are one to two working members in the family, 122(87.00%) ofthe respondents have one to two children in the family, 74(53.00%) of the respondents monthly income is between Rs.20,001 and Rs50,000, 62(44.00%) of the respondent family income is between Rs 50,001 and Rs 1,00,000, 45(32.00%) collect the information about the government schemes from social media.

8. AWARENESS LEVEL OF WOMEN ENTREPRENEURS TOWARDS GOVERNMENT SCHEME:

TABLE:-2: Awareness Level of Women Entrepreneurs towards Government Scheme

Variabl e s	Highly Aware	Percentage	Neutral	Percentage	Not Aware	Percentage
Stand Up India Scheme	86	61.4	36	25.7	18	12.9
Mudra Yojana	75	53.6	35	25.0	30	21.4
Mahila Coir Yojana:	88	62.9	32	22.9	20	14.3
Annapurna Scheme	91	65.0	28	20.0	21	15.0
Udyogini Scheme	74	52.9	29	20.7	37	26.4
Stree Shakti Package for Women Entrepreneurs	90	64.3	29	20.7	21	15.0
Rashtriya Mahila Kosh (RMK)	88	62.9	27	19.3	25	17.9
Nari Shakti Puraskar	85	60.7	36	25.7	19	13.6
Support to Training and Employment Programme (STEP)	84	60.0	27	19.3	29	20.7
Venture Capital Fund for Women (VCFW)	54	38.6	52	37.1	34	24.3

Table 2 reveals that 91(65.00%) of the respondents are highly aware about Annapurna scheme, followed by 90(64.00%) of the respondents are neutrally highly aware about Stree Shakti Package for Women Entrepreneurs, 88 (62.90%) of the respondents are highly aware about Rashtriya Mahila Kosh (RMK) and 88 (62.90%) of the respondents are highly aware about Mahila Coir Yojana followed by Stand Up India Scheme, Nari Shakti Puraskar, Support to Training and Employment Programme (STEP), Mudra Yojana, Udyogini Scheme and Venture Capital Fund for Women (VCFW).

9. FINDINGS OF THE STUDY:

- Majority of the respondent 72(51.00%) residing in rural area
- 86(61.00%) of the respondent are between the age group of twenty five years and fifty years

- 68(49.00%) of the respondents are undergraduates
- Most of the respondent 96(69.00%) marital status are married
- 87(62.00%) of the respondents are from nuclear family
- 71(51.00%) respondents have three to four members in the family
- 86(61.0%) respondents reveal that there are one to two working members in the family
- Majority of the respondent 122(87.00%) have one to two children in the family
- 74(53.00%) of the respondents monthly income is between Rs.20,001 and Rs50,000
- 62(44.00%) of the respondent family income is between Rs 50,001 and Rs 1,00,000
- 45(32.00%) collect the information about the government schemes from social media.
- 91(65.00%) of the respondents are highly aware about Annapurna scheme

10.CONCLUSION:

The study on women entrepreneurs' awareness of government schemes concludes that there exists a significant gap in their knowledge regarding available support systems. Despite numerous schemes aimed at fostering female entrepreneurship, many women remain unaware of their existence or lack understanding about how to access them. This lack of awareness hampers their ability to leverage governmental support for their ventures effectively. Consequently, there is an urgent need for targeted awareness campaigns and simplified dissemination channels to ensure that women entrepreneurs are informed about the resources available to them. Enhancing awareness can empower women to harness these schemes to overcome challenges, foster business growth, and contribute more substantially to the economy. Additionally, fostering collaboration between government agencies, NGOs, and private stakeholders can streamline the process of scheme implementation and increase accessibility. Ultimately, closing the awareness gap is crucial for fostering a more inclusive and supportive entrepreneurial ecosystem for women.

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