

The Catalytic Role of Government in Promoting Women Entrepreneurship

Rosalind Gonzaga¹ and M.C. Dileep Kumar²

^{1,2}Research Scholar, PG Department of Commerce and Research, The Cochin College, Cochin-682 002, Kerala, India
E-mail: ¹roselind_peter@yahoo.co.in, ²prof.mcdk@gmail.com

Abstract: *This paper brings about the various projects and help put forward by the government in democratic Kerala and also shows the wholehearted co-operation and participation of the Women who now are the most highlighted entrepreneurs in the Modern World. The myth that women cannot engage in productive employment needs to be dispelled. A bit of encouragement and security is all they need and this is sought by the Government through various schemes and their own initiative in addition to the support received has really worked wonders. Gone are the days where women were generally perceived as home makers with little to do with the economy or commerce. They do not want to confine their lives within the four walls. Especially in a state like Kerala, women have managed to strive all the hurdles and they have proved to be successful in their entrepreneurial activities especially in the medium and small scale enterprises. Entrepreneurship development for women is an important factor seen in the Economic development of India with the intensive transformation experienced by the women folks. Through this paper, emphasis is given on the various projects advanced by the government. Awareness of various programs is also intended to be propagated.*

Keywords: *Women Entrepreneurs, TREAD scheme, Training programs, Opportunities and Promotions, NGO's,*

1. INTRODUCTION

Women entrepreneurship has been recognized as an important source of economic growth. They create new jobs, take a lead role on innovations and also contribute to the GNP of various economies just like their male counterparts. They also provide different solutions to the management, Organization and also to business problems. They are often faced with gender-based barriers in setting up an enterprise which are usually like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms; limited mobility and access to information and networks, etc.

In spite of the barriers felt by the women they are more compelling, are the contributions they make to the society. They also see that the profits are invested in reassuring fields like in education, their family and community needs.

2. CONCEPT OF WOMEN ENTREPRENEURS

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as “an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women

3. OBJECTIVES

To scrutinize the various programs provided by the Government for the uplift of the Women entrepreneurs.

To create an awareness of the various job opportunities and how to be independent individuals.

To procure a deep-rooted knowledge in the schemes provided by the government.

To critically examine the problems faced by women and suggest remedial measures for the limitations felt by the women entrepreneurs.

4. METHODOLOGY

This study uses secondary data using data from various journals and websites. Also primary data was collected from the kudumbasree workers and ADS groups to ensure how they are benefited by the government and their level of satisfaction was noted.

5. LIMITATIONS OF THE STUDY

One of the limitation felt is that the primary data was collected only from within the Ernakulam city area.

Here a question lies as to why women take up employment?

Push Factors

- Death of bread winner
- Sudden fall in family income
- Permanent inadequacy in income of the family

Pull Factors

- Their strong desire to evaluate their talent
- To utilize their free time or education
- To gain recognition, importance and social status..
- To get economic independence

Tips for success!

- Start a business that works for you and your personal life
- Research the product/ service
- Assess the market
- Start business with adequate funds
- Do networking
- Consult with professionals

Policies and Schemes for Women Entrepreneurs in India

There are a number of organizations in India like the Micro, Small & Medium Enterprises development organisations, various State Small Industries Development Corporations, the Nationalised banks and even NGOs who are conducting various programmes including Entrepreneurship Development Programmes (EDPs) to cater to the needs of potential women entrepreneurs, who may not have adequate educational background and skills.

DC (MSME) has also opened a Women Cell to provide coordination and assistance to women entrepreneurs who are facing specific problems. These schemes are a great opening to the women especially in the backward and rural sector. They also provide assistance at central and state level for setting up training-cum-income generating activities for needy women to make them economically independent. Small Industries Development Bank of India (SIDBI) has also been implementing special schemes for women entrepreneurs.

In addition to the special schemes for women entrepreneurs, various government schemes for MSMEs also provide certain special incentives and concessions for women entrepreneurs.

The most enterprising scheme is under Prime Minister's Rozgar Yojana (PMRY), preference is given to women beneficiaries. The government has also made several relaxations for women to facilitate the participation of women beneficiaries in this scheme. The MSE Cluster Development

Programme by Ministry of MSME, the contribution from the Ministry of MSME varies between 30-80% of the total project in case of hard intervention, but in the case of clusters owned and managed by women entrepreneurs, contribution of the M/o MSME could be upto 90% of the project cost. Similarly, under the Credit Guarantee Fund Scheme for Micro and Small Enterprises, the guarantee cover is generally available upto 75% of the loans extended; however the extent of guarantee cover is 80% for MSEs operated and/ or owned by women.

The efforts of government and its different agencies are supplemented by NGOs and associations that are playing an equally important role in facilitating women empowerment.

Some of the special schemes for women entrepreneurs are listed below.

Schemes of Ministry of MSME

- Trade related entrepreneurship assistance and development (TREAD) scheme for women.
- Mahila Coir Yojana.

Schemes of Ministry of Women and Child Development

- Support to Training and Employment Programme for Women (STEP)
- Swayam Siddha.

Schemes of Kerala State Women's Development Corporation

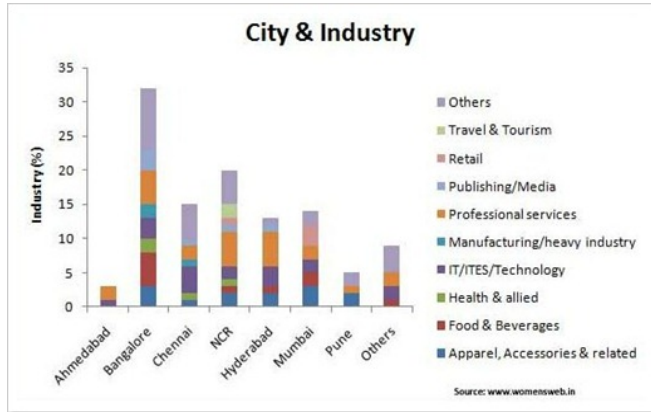
- Self employment loan programmes
- Educational loan schemes
- Single women benefit schemes
- Job oriented training programmes
- Marketing support for women entrepreneurs
- Auto rickshaw / school van's driver scheme

The Role of NGO's in promoting Entrepreneurship

The role of Non-Governmental Organizations (NGOs) in development has been widely recognized. The NGOs play a catalytic role in mobilizing the local human and physical resources and creating appropriate entrepreneurial environment and generating new opportunities. This contribution to the micro enterprise sector has led many state and central governments to seek the support of NGOs, to hasten the process of economic development. The three major phases in the entrepreneurial process-creating, nurturing and nourishing-are the same for women and men. But, studies suggest that women business owners face hurdles of different magnitude and dimension, owing to social and cultural reasons, which men business owners do not face. This paper is an attempt to examine the factors impeding the growth and development of women microentrepreneurs and the role played by NGOs to support them to face and tackle the problems.

Survey Conducted in 2012 Reveals

A recent survey titled Women & Entrepreneurship in India 2012 Study by Women’s Web interviewed more than 100 women entrepreneurs in India and put together an interesting set of statistics. Most of the respondents were owners of small to medium sized businesses, a majority of which reported sub 10 lakh revenue. The survey pointed out that Bangalore seemed to be the nation’s top incubator for women entrepreneurs as most of the respondents were based in the city.



Schemes at a Glance offered to Women Entrepreneurs.

SCHEMES FOR WOMEN	
Integrated Rural Development Programme (IRDP)	Khadi And Village Industries Commission (KVIC)
Training of Rural Youth for Self-Employment (TRYSEM)	Prime Minister’s Rojgar Yojana (PMRY)
Entrepreneurial Development programme (EDPs)	Management Development programmes
Women’s Development Corporations (WDCs)	Marketing of Non-Farm Products of Rural Women (MAHIMA)
Assistance to Rural Women in Non-Farm Development (ARWIND) schemes	Trade Related Entrepreneurship Assistance and Development (TREAD)
Working Women’s Forum	Indira Mahila Yojana
Indira Mahila Kendra	Mahila Samiti Yojana
Mahila Vikas Nidhi	Micro Credit Scheme
Rashtriya Mahila Kosh	SIDBI’s Mahila Udyam Nidhi
Mahila Vikas Nidhi	SBI’s Stree Shakti Scheme
NGO’s Credit Schemes	Micro & Small Enterprises Cluster Development Programmes (MSE-CDP).
National Banks for Agriculture and Rural Development’s Schemes	Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)
Priyadarshini Project- A programme for Rural Women Empowerment and Livelihood in Mid Gangetic Plains	Exhibitions for women, under promotional package for Micro & Small enterprises approved by CCEA under marketing support

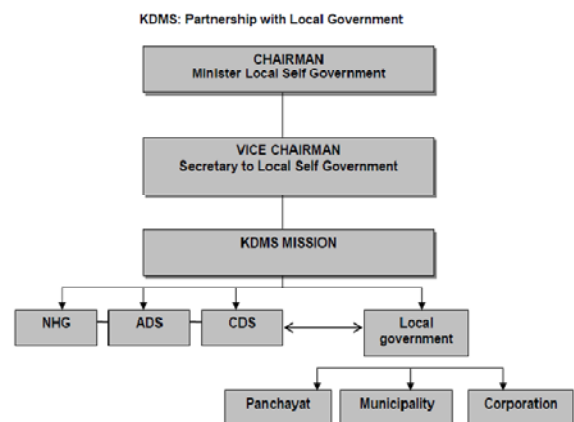
6. KDMS UNDER THE LEADERSHIP OF LOCAL SELF GOVERNMENT INSTITUTIONS.

KDMS Funds through local government. Conceptually the KDMS network is linked to local self government institutions in the state of Kerala. All local governments are bound to prepare an antipoverty sub-plan as an independent document. They have the freedom to plan and prepare the projects according to the local priorities for which untied grant-in-aid is devolved. They have to spend at least 40 percent on the productive sector meaning agriculture and allied activities, industries, self-employment etc and not more than 30 percent on infrastructure. Ten percent of the funds have to be spent on the women development project. Assistance to KDMS programs can be taken up under this plan. “The Women Component Plan should focus on the gender needs of women especially those below poverty line”. The various groups under them is mainly to Eradication Poverty.

These groups are usually called the SHG (Self Help Groups) have really been working so much for the uplift of the women folks. These units are been run by the women in the family. On speaking to them they have so much to say about their organizations and how the Government has played a prominent role in their families and how they have benefited. They receive subsidy from the government for House repairs, rearing of animals, Self employment scheme, Personnel Loans, etc.

At present a new scheme is been launched for the children who are studying, let it be any stream with a payment of Rs.500/- per year, they would get an ID and hence can browse paid sites and access educative information. This scheme is going to be propagated by the Kudumbasree.

The main aim is that they are doing their best to eradicate poverty at the grass root level. This flow chart shows the network of KDMS.



7. FINDING AND SUGGESTIONS

- Most of the women entrepreneurs are of the opinion that because of lack of training, they are not able to survive in the market. More emphasis should be given in frequent training with regard to new production techniques, sales techniques, etc, This training should be made compulsory for women entrepreneurs.
- There should be continuous attempt to inspire, encourage, motivate women entrepreneurs.
- Attempts should be made to enhance the standard of education for women entrepreneurs.
- Finance is one of the major problem for women entrepreneurs. Hence, the government should provide interest free loans to encourage women entrepreneurs. To attract more women entrepreneurs, the subsidy for loans should be increased.
- Since the number of entrepreneurs from scheduled caste and most backward communities are low compared to the urban areas special attention should be given to the rural and semi-urban areas.
- Women entrepreneurs should be encouraged to start their entrepreneurs as joint stock companies rather than as a sole trade and partnership concerns to reap the advantages of large scale operation.
- Marketing product is one of the main problems for women entrepreneurs. Here, women co-operative societies should be started to procure the products from women entrepreneurs. This will enable them to sell their products at reasonable price.
- Improper location and inadequate infrastructure facilities are the hurdles in the way of development of women entrepreneurship. Hence, separate industrial estates may be set up exclusively for women entrepreneurs at Prime locations to reduce the initial investment and to create a special environment.

8. CONCLUSION

It can be seen in the present world that Women's participation in the field of entrepreneurship is increasing at a considerable

rate. It is also seen that the government sponsored schemes have benefited the women sector in the urban middle class. In spite of this drawback it is clearly seen that successful women entrepreneur's do exist. It is also seen that women are ready to face all challenges associated with setting up a business. The society also cordially welcomes women entrepreneurs. It is also evident that women are most willing to take up chores and duties under entrepreneurship which were traditionally dominated by men.

Today's women their motto is: "I've been knocked down, hit down, and beat down, Yet here I stand, up successfully"

REFERENCE

- [1] Ashish, Mathur (2011), "Women Entrepreneurs in the Indian Agricultural Sector", ZENITH International Journal of Business Economics & Management Research, Vol.1 Issue 2,
- [2] Lalita .N, (2005) "Micro Finance and Rural Development", Gandhi gram Rural Institute, Gandhi gram, Dindigal, Tamilnadu.
- [3] Mathew, Viju,(2010), "Women entrepreneurship in Middle East: Understanding barriers and use of ICT for entrepreneurship development", Springer Science + Business Media, LLC 2010
- [4] Moore, D. P. & Buttner, E. H. (1997). Women entrepreneurs: Moving beyond New Generation of Women Entrepreneurs Achieving Business Success.
- [5] Ram Naresh Thakur (2009). "Rural Women Empowerment in India" in Empowerment of Rural Women in India Kanishka Publishers, New Delhi.
- [6] Shanmukha, Rao Padala (2007) "Entrepreneurship Development among Women: A case study of self help Groups in Srikakulam District, Andhra Pradesh",
- [7] Shruti, Lathwal, (2011), "Women Entrepreneurs In India", International Journal of Research in IT & Management, Volume 1, Issue 3 (July, 2011),

Websites

- [8] <http://www.indiatvnews.com/>
- [9] <http://www.fiwe.org/>