

**Evaluation of Government Financial Schemes with
Reference to Promotion of Women Entrepreneurship in
Pune**

A Thesis Submitted

To

Bharati Vidyapeeth University, Pune



For the Degree of Doctor of Philosophy
In the Subject of Management under
Faculty of Management Studies

By

Mrs. Shivali Ingawale

Under the Guidance of

Dr. Nitin Nayak

Research Centre

Institute of Management and Entrepreneurship Development

Pune - 411 038

(July 2015)

Certificate of Approval of Dissertation by the Guide

This is to certify that the work incorporated in the thesis, “Evaluation of Government Financial Schemes with Reference to Promotion of Women Entrepreneurship in Pune” submitted by Mrs. Shivali M. Ingawale for the degree of ‘Doctor of Philosophy’ in Management Studies in Bharati Vidyapeeth Deemed University has been carried out by the candidate under my guidance from April 2009 to July 2015.

Any data obtained from other sources has been duly acknowledged in this thesis.

Dr. Nitin D. Nayak

Date:

Place: Pune

DECLARATION BY THE CANDIDATE

I, Mrs. Shivali M. Ingawale, declare that the thesis titled “Evaluation of Government Financial Schemes With Reference to Promotion of Women Entrepreneurship in Pune,” submitted by me is original piece of work carried out by me under the guidance of Dr. Nitin D. Nayak during the period from April 2009 to July 2015 for the degree of Doctor of Philosophy (Ph.D.) in Management Studies in Bharati Vidyapeeth Deemed University. I further declare that it has not been submitted to this or any other University or Institution for the award of any degree or diploma.

I further declare that any data obtained from other sources & incorporated in this thesis has been duly acknowledged.

Mrs. Shivali M. Ingawale

Date:

Place: Pune

Certificate

This is to certify that the work incorporated in the thesis entitled “Evaluation of Government Financial Schemes with Reference to Promotion of Women Entrepreneurship in Pune” for the degree of ‘Doctor of Philosophy’ in the subject of Management under the Faculty of Management Studies has been carried out by Mrs. Shivali M. Ingawale at Bharati Vidyapeeth University, Institute of Management and Entrepreneurship Development, Pune during the period from April 2009 to July 2015 under the guidance of Dr. Nitin D. Nayak.

Place: Pune

Dr. Sachin S. Vernekar

Date:

Director, BVU’s IMED, Pune

ACKNOWLEDGEMENTS

The present research work has been completed under the guidance of Dr. Nitin D. Nayak Director, Bharati Vidyapeeth Deemed University's Institute of Management, Kolhapur. I would like to express my profound gratitude and sincere thanks to Dr. Nayak Sir for his constant encouragement, valuable guidance and precious help throughout my research work.

I am extremely grateful to Dr. Ashok Ranade, Faculty of Management Studies, for his whole hearted cooperation, blessings and support to carry out research work. I am also thankful to Prof. Pramod Kadam for helping me in the data analysis.

I take this opportunity to thank the staff of D.I.C. Pune, MAVIM Pune office, MCCIA Pune, Bank of India & State Bank of India who helped me to collect Primary and Secondary Data required for the research work. I would also like to acknowledge the encouragement of Dr. Ashok Joshi, Director INDSEARCH, Pune.

Finally, I would like to acknowledge with gratitude, the support & love of my family- my husband Makarand, daughter Mitali, son Indraneel & mother-in-law Smt. Vasundhara. They all kept me going during this long journey & this research work would not have been possible without them.

Mrs. Shivali M. Ingawale

INDEX

	<u>PAGE NOS.</u>
Chapter I: INTRODUCTION	1-30
1.1 The Entrepreneur	1-3
1.2 Entrepreneurship	3-4
1.3 Global Entrepreneurship Scenario	4-11
1.4 Indian Entrepreneurship and conducive environment	11-13
1.5 Qualities of an Entrepreneur	13-15
1.6 Training of Entrepreneurs	15-18
1.7 Barriers to Entrepreneurship	19-21
1.8 Barriers to Entrepreneurship in Indian Context	21-26
1.9 Entrepreneurship and its Benefits	27-29
1.10 Rationale of the study	29-30
Chapter II: LITERATURE REVIEW	31-82
2.1 Women Entrepreneurship around the World	31-33
2.2 Women Entrepreneurship and various dimensions and issues (Global Level)	33-47
2.3 Women Entrepreneurship in India: Dimensions and Issues	48-51
2.4 Women Entrepreneurship in Maharashtra	51-55
2.5 Women Entrepreneurship in & around Pune	55-56
2.6 Perspective about Indian Women Entrepreneurs	56-73
2.7 Barriers to Women Entrepreneurship in India	73-77
2.8 References	78-82

Chapter III:	FINANCIAL SCHEMES FOR WOMEN ENTREPRENEURS	83-126
3.1	Financial Support in South Korea, Pakistan and Bangladesh	83-85
3.2	Organisational Set Up for Finance in India	86-91
3.3	SME Sector Profile in India	91-96
3.4	Gov. Financial Schemes in India	96-113
3.5	Financial Schemes selected for study-For Promotion of Women Entrepreneurship	114
3.6	Schemes of MSME	114-122
3.7	Schemes of Nationalized Banks	122-123
3.8	Scheme of the State Government	124-126
Chapter IV:	OBJECTIVES AND HYPOTHESES	127-131
4.1	Objectives of the Study	127-130
4.2	Formulation of the Hypotheses	130-131
Chapter V:	METHODOLOGY OF RESEARCH	132-140
5.1	Population of Survey	132
5.2	Samples for the Survey	133
5.3	Statistical Tools for Analysis	134
5.4	Data Collection	134
5.5	Pilot Survey	135
5.6	Questionnaire Designing and Development	135-140

Chapter VI: DATA ANALYSIS AND FINDINGS **141-163**

6.1	Analysis related to the Year-wise Composition & the Type of Financial Scheme Aailed	141-144
6.2	Analysis related to Promotional Awareness of the Scheme	144-146
6.3	Analysis related to Primary level of Promotion of the Scheme	146-148
6.4	Analysis related to Real Level of Promotion of the Schemes	148-154
6.5	Analysis related to Financial Reasons of Nonattainment of the Scheme	154-156
6.6	Analysis related to Non-financial Reasons of non-attainment of the Scheme	157-158
6.7	Analysis related to Symbiotic factors of the Scheme	159-160
6.8	Summary of Hypotheses & Findings of the Scheme	160-165

Chapter VII: FINDINGS & SUGGESTIONS **166-178**

7.1	Findings of the study	166-171
7.2	Observation of the Study	172-173
7.3	Suggestions to Government	173-175
7.4	Suggestions to the Banks	176
7.5	Suggestions to NGOs	176
7.6	Suggestions to Beneficiary Women Entrepreneurs	177
7.7	Suggestions to Policy Makers	177-178

BIBLIOGRAPHY **179-183**

ABBREVIATIONS **184-186**

ANNEXURE A	WOMEN ENTREPRENEURSHIP IN INDIA- DETAILS	187-191
Table A1	State-wise Distribution of Working Entrepreneurships by Type of Ownership	187-188
Table A2	Women Entrepreneurship Scenario-Maharashtra	189-190
Table A3	Women Enterprises by Sources of Power & Sources of Finance in Maharashtra	191
ANNEXURE B	QUESTIONNAIR	192-202
	English	192-197
	Marathi	198-202
ANNEXURE C	List of the Women Entrepreneurs in the Sample Survey	203-214

LIST OF TABLES

TABLE NO.	DETAILS	PAGE NOS.
1.1	Global Economies by Geographic Region and Economic Development Level	5-6
1.2	Global Entrepreneurial Attitudes and Perceptions by Geographic Region	8-10
1.3	Track of National Level Institutions	11
1.4	Institutions for SSI Entrepreneurship Development	12
2.1	Composition of Men and Women Entrepreneurs	50
2.2	Maharashtra - Working Entrepreneurships by Type of Ownership by Social Category and Women Enterprise	51
2.3	Summary of Census of MSME in Pune District	56
3.1	Scheme for International Exposure	96
3.2	Scheme for Performance Credit Rating	97
3.3	Scheme for Training Institutes	98
3.4	Scheme for Marketing Assistance	99
3.5	Scheme for Self Employment (PMEGP)	100
3.6	Scheme for Regeneration of Traditional Industries (SFURTI).	102
3.7	Scheme for Marketing Assistance & Technology Up-gradation of MSME's	103
3.8	Scheme for Infrastructural Development	104
3.9	Scheme for awareness training on Cluster Development	105
3.10	Scheme for Project Report Development	105

3.11	Scheme for Funding Analytical Study	106
3.12	Scheme for Tangible Assets	106
3.13	Scheme for Common Display Center	107
3.14	Scheme for Motivation and Skill Development in Cluster	108
3.15	Scheme for Collateral Free Credit	108
3.16	Scheme for International Trade Participation	109
3.17	TREAD- support for conducting Women's programs	110
3.18	TREAD-Loan related assistance to women	110
3.19	TREAD-Participate in training programs for women	111
3.20	State Bank of India	112
3.21	Bank of India	112
3.22	Tejaswini Maharashtra Rural Women Empowerment Programme	113
3.23	MSE-CDP Activities & Implementing Agencies	119
6.1	Year wise composition of women enterprise	142
6.2	Composition of Financial Scheme Aailed	143
6.3	Composition of Sources leading to awareness of Financial Schemes	145
6.4	Chi-Square Test Values for Hypothesis 1	146
6.5	Typology and Magnitude of Nature of Help	147
6.6	Level of Agreement about Indicators of Promotion	149
6.7	Indicator wise Summary of Level of Effectiveness	154
6.8	Chi-Square Test Values for Hypothesis 2	156
6.9	Composition of Responses to non-financial reasons	157
6.10	Composition of additional factors from respondents	157

6.11	Chi-Square Test Values for Hypothesis 3	158
6.12	Composition of Responses to Symbiotic factors	159
6.13	Composition of factors reveled by the respondents	159
6.14	Status of Hypothesis	160
6.15	Statistical Correlation of Symbiotic Factors	164-65

LIST OF CHARTS/GRAPHS

<u>CHART NO.</u>	DETAILS	PAGE NOS.
2.1	Composition of Men and Women in Indian Economy	49
2.2	Composition of Men and Women run Enterprises	50
2.3	Composition of Registered Units in Maharashtra	52
2.4	Composition of Unregistered MSMEs in Maharashtra	53
2.5	Total no. of working Enterprises in Maharashtra & mode of Finance for them.	54
3.1	PMEGP Loan Application Process	89
3.2	Flow Chart of Loan for Small & Medium Enterprise	90
6.1	Year wise composition of women enterprises	142
6.2	Composition of Financial Scheme Aailed	144

CHAPTER I– INTRODUCTION

Entrepreneurship, the concept is as old as the human race. Anything different and new is considered as enterprising in the common language of a layman. Such acts and results are connoted as enterprising acts. Therefore, in this sense all the fields and walks of life have the scope to receive enterprising efforts and such sustainable and unceasing efforts can come under the scope of the word Entrepreneurship.

In the Social field Mother Teresa and in the field of science Madam Curie could be considered as Women Entrepreneurs. Similarly, in such many other fields, both men and women could be named as Entrepreneurs and their spirit and nature as Entrepreneurship.

However, there is a specific context which is related to commercial activities.

Therefore, it is necessary to discuss few definitions of Entrepreneur and Entrepreneurship which are given below:

1.1 The Entrepreneur

Entrepreneur is a word taken from French language. Richard Cantillon, an Irish man living in France, was the first who introduced the word entrepreneur in his essay-, 'Essay on the Nature of Trade in General.'

He defined it an individual who organizes or operates a business or businesses.

(Brewer, Anthony (1992). Richard Cantillon: Pioneer of Economic Theory. Routledge. ISBN 978-0-415-07577-0)

1. According to Schumpeter, an entrepreneur is willing and able to convert a new idea or invention into a successful innovation. Entrepreneurship employs what Schumpeter called "the gale of creative destruction" to replace in whole or in part inferior offerings across markets and industries, simultaneously creating new products and new business models.

2. Levine (1961) refers to the satisfaction that entrepreneurs get when they feel that the business has brought them status. They feel that they have attained a status on the basis of outstanding performance in business.

3. Hagen (1971) emphasizes creative personality and a high need for achievement training. An Entrepreneur requires a proper system and order in the hierarchy of the country and also a great deal of autonomy to take his own decisions. Hagen further adds that an entrepreneur must have creative problem-solving ability and a habit of using it positively towards manual and technical problems.

4. Cochran (1971) refers to the attitude of entrepreneur towards that occupation he undertakes and the role expectations held by sanctioning groups and the operational equipment of the job. McClelland (1969) has underscored the need for achievement, motivation through self-study, goal setting and inter-personal support. Entrepreneur must show keen interest in studying the situation involving moderate risks. He should have desire for taking personal responsibility and work out the measures of task performance by anticipating future possibilities. He must have organizational skills and he must know how to restructure organization whenever necessary.

5. Kibly (1971) points out the need for perception of marketing opportunities thereby gaining command over scarce resources and marketing skills to sell the products. He also writes extensively about dealing with public and handling bureaucratic hazards such as licensing system, taxes and other controls laid down by the govt.

6. Staley and Morse (1965) appreciate those enterprisers who have a great perception about the quality of services and who spend a lot of money on managerial training and industrial research.

Various authors have thrown light through their literature on who can be considered as an Entrepreneur.

The following are the characteristics of an entrepreneur presented by them which are an integral part and parcel of his personality.

1. Ability to convert new ideas into innovation with very high level of an urge.
2. Creative Destruction means replacing the other inferior things.
3. High orientation for the status.

4. Creative Personality to create his own autonomy for working as an independent decision making source available.
5. Very positive habit for facing the technical and non-technical problems by taking them head on.
6. Self-Study and Goal Setting coupled with High Sense of Responsibility are essential ingredient of his personality.
7. Research Orientation, in the sense that of analytical mindset about the future possibilities as regards to needs of the society, markets and technological changes etc.

Apart from the above cardinal characteristics of an Entrepreneur which are accepted universally

High Degree of Need Achievement Motive and Readiness to take Risk are other cardinal characteristics.

1.2 Entrepreneurship:

The following literature describes the key points related to entrepreneurship

1. Theorists Frank Knight and, Peter Drucker defined entrepreneurship in terms of risk-taking. The entrepreneur is willing to put his or her career and financial security on the line and take risks in the name of an idea; spending time as well as capital on an uncertain venture.
2. According to Shane and Venkataraman, entrepreneurship comprises both- "enterprising individuals" and "entrepreneurial opportunities", and researchers should study the nature of the individuals who respond to these opportunities when others do not; the opportunities themselves and the nexus between individuals and opportunities.
3. Davidsson, (2004) suggests the phenomenon of entrepreneurship really consists of new entry.
4. Hisrich, Peters, & Shepherd (2007) write, "Entrepreneurship is creating something new with value; by devoting the necessary time and effort, assuming the

accompanying financial, psychic, and social risks and receiving the resulting rewards of monetary and personal satisfaction and independence”.

Levine points out that entrepreneurship depends upon initiative, industriousness and foresight through self-reliance and achievement training.

From the above lines it appears that Entrepreneurship is mainly a matter of spirit of the entrepreneur; and its indicators are:

1. The spirit of putting to stake the career, capital and financial security to a venture where the result may be uncertain
2. Being optimistic about opportunities around him
3. Making oneself vulnerable to financial, psychological and social risk in pursuit of monetary gains and satisfaction.

1.3 Global Entrepreneurship Scenario:

Entrepreneurs contribute to economy in considerable way. Entrepreneurs are the backbone of economy as they create and render economic growth as well as foundation for the economic development which means creation of opportunities for further economic growth.

Therefore, the country's scope of receiving such contribution is largely dependent on:

1. Perception of youth about entrepreneurship.
2. Attitude of Entrepreneurs, possession of skills and knowledge
3. Recognition of business opportunities.

Global Entrepreneurship Monitor (GEM) Report of 2013 throws light on above factors and shows that how those economies are driven and by factors and which other factors impact the entrepreneurship of the country.

The entrepreneurship is also a product of the environment of the country and this environment is necessarily relates to economic and social attitude towards entrepreneurship and entrepreneurs of the country. Thus it largely depends on

economic policy of the country and how much it is capable of fostering entrepreneurship of the country.

The economies have three types of driving forces. They are, either Factor driven or Efficiency driven or innovation driven.

Thus those which are factor driven are dependent on how policy makers can make the policies to mobilize the factor.

Secondly for efficiency driven countries they shall depend on the skills and knowledge of entrepreneurs and how the policy makers should draft the policies for the skill and knowledge development of entrepreneurs

Thirdly, as per the present requirement of the time; innovation is very significant as it can add value to the product with the least costs. Thus policy makers should make such policies as would foster innovational spirit of entrepreneurs.

In case of women entrepreneurs the policy makers need to focus on balancing these three variables in order to foster the women entrepreneurship where the mix of these three elements can create maximum effect for their development

Following table depicts the state of year 2013 about first three factors

Table 1.1 Global Economies by Geographic Region and Economic Development Level

Region	Factor- Driven Economies	Efficiency-Driven Economies	Innovation-driven Economies
Latin America & Caribbean		Argentina, Brazil, Barbados, Chile, Colombia, Ecuador, Guatemala, Jamaica, Mexico, Panama, Peru, Suriname, Uruguay	Trinidad and Tobago

Middle East and North Africa	Algeria, Iran, Libya		Israel
Sub-Saharan Africa	Angola, Botswana, Ghana, Malawi, Nigeria, Uganda, Zambia	Namibia, South Africa	
Asia Pacific & South Asia	India, Philippines, Vietnam	China, Indonesia, Malaysia, Thailand	Japan, Republic of Korea, Singapore, Taiwan
Europe-EU28		Croatia, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Slovak Republic	Belgium, Czech Republic, Finland, France, Germany, Greece, Ireland Italy, Luxembourg, Netherlands Portugal, Slovenia, Spain, Sweden, United Kingdom
Europe-Non EU28		Bosnia and Herzegovina, Macedonia, Russian Federation, Turkey	Norway, Switzerland
North America			Canada, United States

From the above table it is noticed that India is more factor driven and not so much efficiency or innovation driven and

Most of the developed economies like Germany, Japan and United States are shown as innovation driven

Apart from above three variables of economy's driving forces at Macro level, there are micro or individual level variables which are equally important.

J.S.McMullen and D.A.Shepherd (2006), "Entrepreneurial Action and the Role of Uncertainty in the Theory of the Entrepreneur"

The argument made by these authors throws light on these micro variables

Individuals first react to opportunities when they see them –only afterwards are considerations about desirability and feasibility made. Fear of failure when it comes to starting a business (and the consequences of failure) could also deter an individual from exploiting perceived entrepreneurial opportunities. In addition to these individual characteristics, elements of the context, such as the availability of (good) job alternatives in an economy and the perceptions of others can make a difference for those perceiving market opportunities and having confidence in their own entrepreneurial capabilities to actually engage in independent entrepreneurial activity. This supports the notion that there is much in between attitudes and activities and that a mixture of individual, social and contextual factors impact on the individual decision making process when it comes to venturing into entrepreneurial activity. GEM Data, 2013, also speaks about different variables about awareness and positive attitude towards entrepreneurship.

Table1.2 Global Entrepreneurial Attitudes and Perceptions by Geographic Region

Region	Economies	Perceived opportunities	Perceived capabilities	Fear of failure	Entrepreneurial intentions	Entrepreneurs hip as a good career choice	High status to successful entrepreneurs	Media attention to successful entrepreneurs
Latin America & Caribbean	Argentina	40.9	61.7	24.9	31.0			
	Brazil	50.9	52.6	38.7	27.2	84.6	82.2	84.1
	Chile	68.4	59.6	28.0	46.5	69.1	67.2	66.3
	Colombia	67.7	57.8	31.8	54.5	90.9	71.4	67.5
	Ecuador	57.3	74.3	34.9	39.9	66.5	67.7	79.1
	Guatemala	58.8	66.4	33.3	39.0	86.8	71.5	55.1
	Jamaica	51.2	79.1	27.0	39.5	79.4	80.9	81.7
	Mexico	53.6	58.5	31.6	16.9	57.8	62.3	50.8
	Panama	58.7	66.4	28.9	27.0	64.4	59.2	70.4
	Peru	61.0	62.2	25.7	33.9	70.4	71.2	71.5
	Suriname	52.7	53.5	24.4	13.1	75.6	79.3	65.9
	Trinidad & Tobago	58.0	75.3	19.8	28.7	79.5	72.0	61.0
	Uruguay	47.9	61.1	26.9	25.3	58.1	56.0	57.5
	Average	55.9	63.7	28.9	32.5	73.6	70.1	67.6
Middle East and North Africa	Algeria	61.9	55.5	32.9	36.0	79.6	84.2	47.4
	Iran	37.0	56.5	36.4	30.6	64.1	82.4	59.9
	Israel	46.5	36.2	51.8	24.0	60.6	80.3	49.1
	Libya	52.3	58.6	33.0	62.1	85.2	84.3	38.2
		Average	49.4	51.7	38.5	38.2	72.4	82.8
Sub-Saharan Africa	Angola	56.7	56.3	63.7	38.3	66.8	72.6	62.1
	Botswana	65.9	67.4	18.6	59.2	80.7	83.7	85.6
	Ghana	69.3	85.8	24.6	45.6	81.6	94.1	82.4
	Malawi	78.9	89.5	15.1	66.7			
	Nigeria	84.7	87.0	16.3	46.8	81.2	61.9	76.5
	South Africa	37.9	42.7	27.3	12.8	74.0	74.7	78.4
	Uganda	81.1	83.8	15.0	60.7	88.3	95.3	87.5
	Zambia	76.8	79.6	15.4	44.5	66.5	71.2	69.0
		Average	68.9	74.0	24.5	46.8	77.0	79.1

Region	Economies	Perceived opportunities	Perceived capabilities	Fear of failure	Entrepreneurial intentions	Entrepreneurs hip as a good career choice	High status to successful entrepreneurs	Media attention to successful entrepreneurs
Asia Pacific & South Asia	China	33.0	36.2	34.3	14.4	69.6	73.5	71.3
	India	41.4	55.7	38.9	22.7	61.4	70.3	61.3
	Indonesia	46.6	62.0	35.1	35.0	70.8	79.8	75.2
	Japan	7.6	12.8	49.3	4.0	31.3	52.7	57.6
	Korea, Republic of	12.7	28.1	42.2	12.0	51.3	67.8	67.5
	Malaysia	40.7	27.9	33.3	11.8	41.8	44.9	62.2
	Philippines	47.9	68.4	36.1	44.1	84.8	79.2	86.7
	Singapore	22.2	24.7	39.7	15.0	50.9	59.3	75.3
	Taiwan	42.0	27.2	40.6	27.8	72.9	64.4	87.0
	Thailand	45.3	44.3	49.3	18.4	74.5	74.8	77.1
	Vietnam	36.8	48.7	56.7	24.1	81.5	80.5	80.5
	Average	34.2	39.7	41.5	20.9	61.2	68.1	72.9
Europe-EU28	Belgium	31.5	33.8	46.6	7.8	54.8	52.2	43.9
	Croatia	17.6	47.2	35.2	19.6	61.5	43.1	42.9
	Czech Republic	23.1	42.6	35.8	13.7		47.8	
	Estonia	46.1	40.0	38.8	19.4	53.2	58.6	40.7
	Finland	43.8	33.3	36.7	8.3	44.3	85.5	68.5
	France	22.9	33.2	41.1	12.6	55.3	70.0	41.4
	Germany	31.3	37.7	38.6	6.8	49.4	75.2	49.9
	Greece	13.5	46.0	49.3	8.8	60.1	65.1	32.4
	Hungary	18.9	37.5	44.8	13.7	45.7	74.1	28.4
	Ireland	28.3	43.1	40.4	12.6	49.6	81.2	59.9
	Italy	17.3	29.1	48.6	9.8	65.6	72.4	48.1
	Latvia	34.8	47.8	41.6	22.7	61.4	59.5	58.6
	Lithuania	28.7	35.4	41.7	22.4	68.6	57.2	47.6
	Luxembourg	45.6	43.3	42.9	14.1	39.4	70.6	36.3
	Netherlands	32.7	42.4	36.8	9.1	79.5	66.2	55.2
	Poland	26.1	51.8	46.7	17.3	66.8	59.9	58.5
Portugal	20.2	48.7	40.1	13.2				
Romania	28.9	45.9	37.3	23.7	73.6	72.6	61.3	

Region	Economies	Perceived opportunities	Perceived capabilities	Fear of failure	Entrepreneurial intentions	Entrepreneurs hip as a good career choice	High status to successful entrepreneurs	Media attention to successful entrepreneurs
	Slovakia	16.1	51.0	33.2	16.4	49.2	58.5	51.7
	Slovenia	16.1	51.5	29.6	12.4	57.4	68.1	50.5
	Spain	16.0	48.4	36.3	8.4	54.3	52.3	45.6
	Sweden	64.4	38.8	36.6	9.5	52.0	71.5	58.5
	United Kingdom	35.5	43.8	36.4	7.2	54.1	79.3	49.6
	Average	28.7	42.3	39.8	13.5	56.9	65.5	49.0
Europe Non-EU28	Bosnia and Herzegovina	23.3	50.5	26.1	21.8	82.3	71.9	39.2
	Macedonia	37.2	49.7	35.6	29.1	69.5	67.9	66.8
	Norway	63.7	34.2	35.3	5.2	49.3	75.5	56.9
	Russia	18.2	28.2	29.0	2.6	65.7	68.0	49.0
	Switzerland	41.5	44.7	28.2	9.8	40.5	65.0	47.8
	Average	36.8	41.5	30.8	13.7	61.5	69.7	51.9
North America	Canada	57.4	48.5	35.2	13.5	60.6	71.1	69.6
	Puerto Rico	28.3	53.0	24.6	13.1	17.9	50.1	68.8
	United States	47.2	55.7	31.1	12.2			
	Average	44.3	52.4	30.3	12.9	39.3	60.1	69.2

Region	Economy	Perceived Opportunities	Perceived Capabilities	Fear of Failure	Entrepreneurial Intentions	Entrepreneurship as a good Career	High Status to Successful Entrepreneurship	Media Attention to Successful Entrepreneurs
Asia Pacific	India	41.4	55.7	38.9	22.7	61.4	70.3	61.3

From the GEMS data of 2013 the following facts are revealed about above said micro variables.

1. Perceived Capabilities are good and even failure fear is low.
2. However, as far as entrepreneurial intentions are seen the score is alarming and the policy makers should give more attention to this as in case of women entrepreneurs it

would even less than that as the total environment is not so much conducive as it would be for male entrepreneurs.

3. Career, status and media attention are above 60 which is a favorable score.

1.4 Indian Entrepreneurship and Conducive Environment

It is necessary to see the track of Indian Entrepreneurship and the institutions which made it conducive which is given in brief below. There are two aspects of it.

Large and the Medium/Small Scale Industries

The entrepreneurship development is a process of realization; like other fields of medicine, information technology etc.

Table 1.3: Track of National & State Level Institutions

Year	Name of the Institution	Focus on
1964	(IDB I) Industrial Development Bank of India	Refinance Facilities to State Finance Corporation
1969	(MSIDC) Maharashtra State Industrial Development Corporation	Marketing of products and training Programmes of Entrepreneurs
1970	(NIMID) National Institution for Motivation and Institutional Development	Training and Development of Entrepreneurship through Motivation programmes
1970	(MITCON) Maharashtra Industrial Technical Consultancy Organisation Ltd. (Promoted by All India Financial Institutions and Bank) taken from MSIDC	Providing Consultancy to organizations for project preparation and training programmes on various issues concerning Entrepreneurs

1979	(ERYSM) National Scheme of Training Rural Youth for Self Employment	Trained 15 lakhs rural youth
1983	(EDI) Entrepreneurship Development Institute	Entrepreneurial and Vocation training
	Science and Technology Entrepreneurship Parks (Promoted by Universities in India)	Provision of Finance and Technology

After these efforts the government realized that there is a need for separate development institutions which are mainly responsible for fostering the entrepreneurship in small scale sector of the industry.

Table 1.4: Institutions for SSI Entrepreneurship Development

Name of the Institution	Focus on
(SIDO) Small Industry Development Organisation	Assistance to Policy Makers Coordination and promotion of SSI
(NSIC) National Small Industry Corporation Ltd.	Finance, Marketing, Exports Training, Mentoring , Advisory service , credit rating etc.
(SSIB) Small Scale Industry Board	Provision of a forum for clubbing of efforts of small entrepreneurs through formation of groups
(NIED) National Institute for Entrepreneurship Development	Every state is having this institute and focus is on training and research
(SIDBI) Small Industry Development Bank of India	Financing by way of soft loans and working capital to SSI units

The above table is just a cursory look at the efforts taken by the government at Central and State level. The crux of Indian Entrepreneurship is that the governments both Central and State have realized the significance of entrepreneurship in India and has taken steps to provide various facilities through such institution; is a welcome sign for the state of entrepreneurs in India.

1.5 Qualities of an Entrepreneur:

The entrepreneur needs number of qualities and the number may change increasingly as complexity of environment increases. However it is essential to catch them in a capsule form which should be common for a good comprehension of them. These qualities are common for both men and women entrepreneurs

Seven Cs of communication are well known. On the same lines Ritika Bajaj, Founder of enterprise 'MeritC2-Creatives & Communications' & a guest author of the Business magazine 'The Next Woman' has spelled out 'The Seven C's of Entrepreneurship in her article dated 5th March 2015 & has nicely attempted to catch the meaning of an entrepreneur as under :

It is difficult to adequately describe the profile of an ideal entrepreneur. Any idea of standardizing the qualities of entrepreneur would be futile, since the entrepreneurs will have to reconcile his personal qualities with the kind of environment around him and the situation in which he is required to develop himself. Nonetheless, a professional entrepreneur must possess minimum following attributes.

1. C for Courage
2. C for Connections
3. C for Collaborations
4. C for Communications
5. C for Creativity
6. C for Competitive Advantage
7. C for Client Satisfaction

Courage: It takes courage to go it alone, and even more courage to stay on the course. At every point of your journey, it's only the courage of your conviction that will take you further. The courage to stand by your vision, tide over the lull periods and rise again to meet new challenges, and very often, reinvent yourself.

In her experience, courage can be built with the help of support systems: by participating in various social and cultural initiatives; taking up short courses to grow your skill set; by attending networking forums to spread the word about you and your enterprise, or interacting with other entrepreneurs and start-ups.

Connections: Just about everyone you've met in the past, who knows you and your work reasonably well, will comprise your network. Her past years of experience in the media helped her with a ready and existing network. But she did create a whole new network as well, as this time the gamut of services being provided were a little different and catered to a whole new set of people. She says that since you're not backed by an organisation; credibility also takes a little longer to build, but if you focus on delivery then that should not be an issue for long.

Collaborations: As an entrepreneur, it sometimes gets difficult to instantly hire people and get them on board. At such time, an easy way out is to collaborate with those who don't mind working on a project basis. But since it is necessary to ensure a certain quality of work, you should double check their credentials and past work experience. Those you co-create with should also share your vision and core values. The same level of commitment and sincerity always helps lay a stronger foundation for any enterprise. This not only helps us focus on our core competence and gives more time to manage clients, but also ensures quality, a new perspective and a better product.

Communication: She says that when you're clear about your edge, state it in the simplest and best way possible. Right from the time you promote your company to your everyday interactions with clients and service providers, communication will form the cornerstone of your enterprise.

Creativity: No enterprise can breathe without it. In her view, creativity is the very oxygen for survival, both personally and professionally. Creativity is, in her opinion, a reflection of yourself in your work. The freedom to experiment, take license and add something that is "you" to your work. It's the ability to fly with a project, to give it a

new dimension and make a statement all your own. Creativity should be a part of every enterprise and encouraged at every level.

Competitive Advantage: It's literally a sea out there and no longer a pond. There are too many players and not that many clients, but we all still have to survive. If you have a novel idea, great! If not, find something that makes you stand apart from the crowd. What is it that you have which can be offered differently? What are the three things you will do to ensure that your client does not call someone else? Moreover, what will you always want to be remembered for?

Client Satisfaction: A broad term, but one which is at the heart of every enterprise, client satisfaction is really the number one rule for survival. It ensures longevity and reaps rewards. A happy client will refer you to more people and almost always give you the first opportunity to work on new projects. What's more, testimonials go a long way in building goodwill.

The entrepreneur realizes that the credit for his success in business largely goes to his employees. He must realize the increasing need for understanding the changes in human values, though there are standard formulae available for dealing with people. He must be aware of the fact that a part of human life, its nature, its working, its conduct and destiny is so irrational that he must be careful in understanding the incongruities in human behavior. Management means managing irrationalities on the part of the people and managing things without creating heart burning

1.6 Training of Entrepreneurs:

It has been a long time debatable issue whether the entrepreneurs are born or they can be made by giving an appropriate training. Issues and aspects are being discussed here for which the following part of literature is significant.

Rituparna Basu, Aug. 2014

Entrepreneurship education in India: A critical assessment & a Proposed Framework
Tech.Innovation Management Review.

In this review, Ritiparna has described about the most debatable issue regarding entrepreneurship: He states that;

There has never been a definite answer to the question of whether entrepreneurship can be taught (Harrison, 2014).

Although many would argue that the entrepreneurial spirit is innate, the credence on effective entrepreneurial education to foster the right entrepreneurial attitude with requisite training is gaining ground (Drucker, 1985; Trivedi, 2014). The development of entrepreneurship as a field of study in business courses has been largely inspired by the acceptance of entrepreneurship as a legitimate tool for economic growth (Arthur et al., 2012). The growth of corporate entrepreneurship as a valuable antecedent to the revitalization and enhanced performance of corporations, especially those in the developed markets, add to its merit (Bhardwaj & Sushil, 2012). Nevertheless, the effectiveness of entrepreneurship education is largely driven by the type and design of such education, as defined by the materials and modes of rendering the programs (Arthur et al., 2012).

At the outset, it is important to note that, within the definition of entrepreneurship education, the focus is largely on the premise of higher education rather than that on educating entrepreneurs (Pittaway & Cope, 2007). Entrepreneurship as a domain of business education has an eclectic nature where the content is derived from diverse disciplines including those of strategy, finance, or marketing (Albornoz-Pardo, 2013). Given its cross-functional and cross-sectorial orientation (Venkatachalam & Waqif, 2005), the structure and content of the course is often faculty driven and is primarily aimed at the twin objectives of increasing the awareness of entrepreneurship as a career option and developing the understanding of the process of creating new business (Albornoz-Pardo, 2013).

The literature indicates that, although the inclination to pursue entrepreneurship is comparatively strong in India, the educational support for its development is still a far cry from the agenda (Raichaudhuri, 2005). Entrepreneurship still has a long way to go in terms of earning the status of a preferred course among management students in India. Perhaps, this status acts as reason enough to only offer entrepreneurship as an extra-curricular or co-curricular program in the majority of the colleges and universities in India (Shankar, 2012).

Shankar (2012) classifies six primary obstacles to teaching entrepreneurship in India as:

1. Lack of institutionalization
2. Lack of indigenous experience
3. Lack of trained teachers
4. Short-term focus on results
5. Limitations with pedagogy
6. Subject not considered as core

Even in the top institutes of India those which offer technical or management education with their popular support programs for student entrepreneurship called "entrepreneurship cells" or "E-cells" the educational framework for inculcating the entrepreneurial spirits seems far from being satisfactory (Dutta, 2012). The contextual differences between developed and developing economies that necessitate the advance of indigenous standards for appropriate entrepreneurial education with relevant knowledge on related socio-political governance, infrastructure, unorganized competition, chronic shortages or sensitivity to local culture adds to the concern (Bhardwaj & Sushil, 2012).

In the present scenario, the challenge is to outgrow the prevalent myopic treatment of entrepreneurship education and categorically shift the focus from its short-term objectives. The key is to develop entrepreneurship as a foundation course in business education, especially one that covers the managerial aspects of new ventures as well as corporate entrepreneurship. Given the obstacles of teaching or developing entrepreneurship in the realm of management education, the need for an effective entrepreneurial ecosystem seems to be the only solution.

For instance, despite the common propensity to reflect on entrepreneurship as more of practical than theoretical subject, a careful introspection reveals that the core concepts of marketing are intimately intertwined with those of entrepreneurship (Swami & Porwal, 2005). In fact, much of its basic subject design deals with elementary marketing concepts such as the philosophy of customer value (Drucker, 1985). Although this view makes the relevance of marketing knowledge a prerequisite for entrepreneurship education, the opposite could be equally true. The application of

effectuate entrepreneurship thinking in the marketing discourse has significant strategic and critical marketing implications (Hultman & Hills, 2011). A metaphor of “the dancer and the dance” by McAuley (2011) clearly establishes the natural linkages between the disciplines of entrepreneurship and marketing. This finding strengthens the argument in favour of integrating entrepreneurship into the compulsory curricula for students of business management (Venkatachalam & Waqif, 2005). Concurrent exposure of business students to core courses in marketing or finance along with entrepreneurship would not only reinforce their cross-functional linkages, but would also ensure more synergetic learning from the very outset. This approach would also negate the possibility of excluding the pertinent coverage of entrepreneurial concerns and approaches in the content of related core courses from the very basic level of business education (Venkatachalam & Waqif, 2005). Thus, such initiation at earlier levels (Arthur et al., 2012) would put business thinking on an operative trajectory that could be more appropriate (Hultman & Hills, 2011) for determining the success of entrepreneurial or even corporate entrepreneurship practices (Swami & Porwal, 2005) in the long run.

Indeed, entrepreneurship education has truly earned a global status for itself, given that it now pursued with equal passion even in the developing countries (Arthur et al., 2012). Having established the idea of entrepreneurship as basic to business education and its synergies with the core curricula, it becomes imperative to delve into the reality of how entrepreneurship is taught specifically in an emerging economy such as India.

From these discussions, it is construed that entrepreneurship may be an in born quality. However, it can be articulated in to a persons and their personality by way of training. Basically, the need of achievement is certainly a part of natural instinct but to actualize the same; you need many facets of which the training can take care and strengthens the process of converting entrepreneur’s instincts into a long term sustainable competence which may be called as an entrepreneurship.

Thus what is true in general sense is equally true of Women Entrepreneurs also. Rather women entrepreneurs need more training because they have to counter more social difficulties as compared to men. Women training programs are discussed under literature review part of the discussions.

1.7 Barriers to Entrepreneurship:-

Entrepreneurship has to face different types of difficulties which range from social to financial part of it.

Issues are addressed by many authors as they have been faced universally by the entrepreneurs worldwide and therefore common in nature. A look at it forwards following points :

(Ramin Raeesi, Meisam Dastrang Sahar Mohammadi, Ehsan Rasouli these four authors have commented about these difficulties in their literature

June 2013, Understanding the Interactions among the Barriers to Entrepreneurship,

Using Interpretive Structural Modeling International Journal of Business and Management

These points talk about the world wide situation in the year 2013 and cover many countries

(a)Corrupt and unsupportive business environment.

Lack of supportive and market-augmenting governmental regulations; serve as a barrier to entrepreneurship. Russia leads all other large nations in having an unsupportive business environment because they lack rule of law, have poorly defined contract and property laws, enforce regulations inconsistently, allow rampant corruption and bribing, allow regulatory authorities and inspectors to act in a predatory nature which therefore requires friendly ties with government officials and bureaucrats to smoothen the way for businesses to operate.

(b)Employee related difficulties

Building an employee asset base for the enterprise is one of the more daunting and sometimes overlooked tasks. Entrepreneurs must find and select the best-qualified employees who are motivated and willing to grow with the venture. Then they must ensure the employees do not leave. The professors say this task becomes a barrier when employees' expectations increases, governmental regulations related to labor employment is hardened, and employee costs grow. Employee cost is more than pay.

It includes healthcare, workers' compensation, social security tax, and health and safety regulations.

(c) Severe market entry regulations

Governmental rules, taxation, environmental regulations, lending requirements and licensing are all barriers to entrepreneurship. Most countries, the United States included, proscribe or license market entry and the creation of new firms to protect incumbents in certain industries and professions. Entry procedures, or "red tape," vary such that entrepreneurs need one day to register an enterprise in one country and up to 20 weeks in another. Other barriers to entrepreneurship are predatory tax behavior of authorities, lack of property rights and tax disadvantages.

(d) Shortage of funds and resources

Finding the money to start up an enterprise is a leading barrier to entrepreneurship. Without funds, any person cannot begin to organize, train, develop and sell product.

(e) Lack of Entrepreneurship Opportunities

Venture creation requires existing marketplace opportunities with possibilities known to the entrepreneur and favorable odds for success for entrepreneurial "spirit" to succeed.

(f) Lack of Entrepreneurial Capacity

Opportunities go untried until someone comes along with an eye for possibility and a can-do attitude. Some cultures may discourage entrepreneurial capacity resulting in a low rate of new firm entrance. It is like having an oil-well-field without knowledgeable people to mine the wells. Entrepreneurial capacity is the existence of people with entrepreneurship qualities, willingness and motivation to initiate new ventures.

(g) Lack of Adequate Entrepreneurship Training

Training and education can be a robust incubator for new ventures. This includes training in technical skills, managerial skills, entrepreneurial skills and entrepreneurship.

(h) Lack of Appropriate Technical and Practical Skills

People tend to use the skills they have acquired to pursue entrepreneurial initiative. Lacking the appropriate skills and knowledge inhibits economic development.

(i) Lack of Market Experience

The essence of leadership is first learning and doing before leading. Therefore, the capability to start a business is propelled by previous education and work experience. Rushing into a new market because it looks attractive and rewarding without having some experience and background in it can be fatal. Experience in a related business before start-up is positively correlated to the probability of success.

Thus these difficulties are common for Women Entrepreneurs also.

India's glaring characteristics in second decade of this century is one of the fastest growing economy and very large population of the youth. If the youth overcome these difficulties then it shall become a big pool of entrepreneurs in future. Wish to become entrepreneur is lacking and there is no dearth of entrepreneurial talent- is a well-known and accepted fact about India. Similarly, there is sufficient space for absorbing the new talent in the form of new entrepreneurs in coming years

.

1.8 Barriers to Entrepreneurship in Indian Context:

Following literature shows these points very relevantly. In Gallup Business Journal, the authors have taken the stock of circumstances in a precise manner which is the finding of their Research and therefore they are very credit worthy.

(Ref : Daniela Yu and Yamini Tandon, Aug. 2012,India's Big Problem: Nurturing Entrepreneurs, Gallup Business Journal)

A 2011 Gallup study of 20 economic entities in Asia showed that India ranked in the bottom quartile on several important indicators of a well-functioning entrepreneurial ecosystem. Although cross-country comparisons may not be ideal because of Asia's economic, governmental, and cultural diversity, ranking in the bottom quartile across a majority of indicators does arouse major concerns.

Entrepreneurial talent is abundant; a willingness to take risks isn't

Gallup defines an entrepreneur as an individual who proactively seeks to generate value through expansion of economic activity and who creatively responds to challenges and needs encountered in the process of accomplishing this outcome. The term proactively seeks and *creatively responds* capture the talent approach to entrepreneurship, which identifies areas of strength and weakness relevant to the entrepreneurial potential of an individual.

Not every individual, even armed with training and reinforcement, can be a successful entrepreneur. Success comes more naturally to those who have inherent talent for the endeavor. Successful entrepreneurs are likely to be optimistic, goal-oriented, and persistent. When examining Indians' profiles using these criteria, the population appears to have an abundant reserve of entrepreneurial talent.

More than 60% of the Indian population possesses personality traits that are crucial for success as an entrepreneur -- such as business thinking (69%), optimism (66%), and persistence (65%) -- which suggests a wealth of entrepreneurial capacity. However, willingness to take the risk of running a business is not a common trait among a majority of Indians.

Perceived risks may include *personal risk* (emotional strain, the unpredictability of success), *financial risk* (loss of savings, no resources to fall back on), *know-how risk* (lack of adequate knowledge and skills), or *vested interest risk* (lack of fair and transparent regulations and effective law enforcement). Though reducing these risks depends heavily on contextual support, few Indian entrepreneurs can claim that they feel comfortable taking risks as a result of robust support from the government, the public, and the entrepreneur community.

Further they talk about the scope in future:

Significant room for improvement

At a glance, you wouldn't think India has a problem. Entrepreneurs have consistently contributed to the country's vibrant growth-oriented economy since its economic liberalization in 1991. Entrepreneurship has become increasingly important in sustaining India's rapid growth.

Micro, small, and medium enterprises (MSMEs) also contribute to the country's inclusive growth and job creation. The Ministry of MSMEs estimates that between 2007 and 2010, the number of working MSMEs grew at a rate of 4.51% annually, while the number of people employed in the sector grew by 5.29% annually, and production of the sector grew at 11.48% annually. This sector contributed 8.72% of India's GDP in 2009. But as the Gallup study shows, there's significant room for improvement.

Gallup's framework for entrepreneurial ecosystems stresses the mutual interplay between *individual variables* (for example, talent and attitude) and *contextual variables* (for example, the role of government and access to information). It explicitly captures the role of human motivations, perceptions, and behaviors in explaining entrepreneurial decision making as well as the external contextual factors that support entrepreneurship and individual entrepreneurial traits.

Based on Gallup's research from March 2012, 16% of Indian adults report that they currently own a business. Of those, 22% say they formally registered their business. Half of business owners report working alone and 47% have hired five or fewer employees. Twelve percent of all business owners say they plan to hire more employees next year, and 55% say their number of employees will stay the same.

Among Indian adults who are not business owners, 9% have thought about starting their own business. Of those, 5% plan to put their thoughts into action and start a business in the next 12 months. Clearly, India needs to minimize barriers and provide support that will accelerate entrepreneurial growth and enable entrepreneurs to satisfy an existing demand, create jobs for people other than the business owner and his or her immediate family, and contribute to the growth of India's GDP.

The key barrier to current and aspiring entrepreneurs is the lack of a robust support system. The analysis based on the Gallup framework shows that India ranked in the bottom quartile on external factors such as government support, culture, social capital, and access to training. By contrast, intrinsic factors -- such as entrepreneurial talents and attitudes -- ranked much higher than external factors in enabling support for aspiring entrepreneurs. Improved external factors may help unlock more of the Indian population's natural entrepreneurial potential.

Although the qualities and spirit are common for any entrepreneur, the external environment and internal environment factors frame the context of the entrepreneurship and then these factors become the contextual factors:

Both the authors also cover the factors as under

Contextual factors lag behind individual characteristics

1. Reliable support from honest and efficient government institutions is essential.

It is not easy to start a business in India. When asked about the difficulty of starting a business, 46% of Indians say the government makes it hard to start a business, while 26% think the opposite. Little progress has been made on this front. The World Bank ranked India at 166 amongst 183 countries in its "Doing Business 2012: Doing Business in a More Transparent World" report, a ranking unchanged from 2011.

To some degree, widespread corruption might be contributing to the low efficiency and high costs of starting a business in India. Gallup started measuring corruption issues in India in 2006, and the results consistently indicate that more than seven in 10 Indian adults believe that corruption is widespread in government. More than six in 10 agree that corruption is widespread in business. Perceptions of widespread corruption in the business community are particularly high among current business owners (72%) and those who plan to start a business in the next 12 months (80%).

Perceptions of a corrupt business community could force business owners to do unscrupulous things, such as paying bribes to get work done, which could exacerbate the lack of respect for entrepreneurs among the Indian public. Less than half (48%) of Indians consider business owners to be good role models for the country's youth, Gallup research shows.

2. Indian entrepreneurs need more diversified, localized funding at the initial stage.

The most helpful factor in becoming an entrepreneur in India is access to funding. Gallup data show that nearly three in 10 (29%) aspirational entrepreneurs who plan to start their business in the next 12 months agree they have access to the money they need, down from 37% in 2011. This level of financial support is also significantly lower than the average for all 20 Asian economic entities Gallup polled in 2011 (44%).

India has attracted the attention of global investors in recent years because of its growth and optimistic expectations for its future. The key problem for entrepreneurs seems to be less about the availability of funding and more about finding the right type of funding. The majority of existing venture capital funds for startups are focused on export-oriented IT or mobile solutions. Few seem to facilitate startups that offer the high-demand products and services in the healthcare or energy sectors in India's massive domestic market.

Another potential problem with funding lies in the disconnect between investment funds and local entrepreneurs. Foreign investors could make inaccurate assumptions based on funding arrangements that have worked well in their home countries or other emerging markets and, in turn, ignore that India is unique in its market demands, talent supply, and business culture.

Finally, there is considerable lack of angel or seed funding and complementary assets such as investors' expertise and participation in managing startups in India. Instead, venture capitalists in India are mostly inclined to get involved at later stages, for example, by financing the expansion of existing businesses.

3. Indian entrepreneurs need more access to training and mentorship, particularly in rural areas.

Gallup's latest data show that 37% of current business owners and 28% of aspirational entrepreneurs who plan to start their business in the next 12 months know people who can give them advice about managing a business. Perhaps the best mentorship comes from successful business owners who have personal experience overcoming entrepreneurial challenges. Though India has some high-profile entrepreneurs who can serve as inspirational icons (for example, Narayana Murthy of Infosys), there are not many who offer success stories from which aspiring entrepreneurs can learn.

Apart from mentorship, Gallup also found that 22% of aspirational entrepreneurs who plan to start their business in the next 12 months have access to formal or informal training to start a business. Again, this is much lower than the Asia average of 44%.

India has taken significant steps to promote entrepreneurial education and has established a list of national institutions to provide special training for entrepreneurs. However, according to Research and Markets' 2011 report on "Entrepreneurship

Education in India," in 2010, 1,500 students were being trained at institutions which are solely focused on entrepreneurial education, while 4,700 students were enrolled in entrepreneurship programs at different business schools and institutions across India. Even though enrollment doubles each year, it is far from meeting the nationwide demand for entrepreneurship training. In rural areas, where about 70% of India's population lives, residents have few chances to take advantage of these opportunities. Entrepreneurial education also shares many of the prevalent problems regarding the general education system in India, including a shortage of quality educators and an absence of quality content, which hinder entrepreneurial growth.

4. Enforcing agreements is necessary to protect trusting business relationships.

According to the World Bank's report "Doing Business 2012: Doing Business in a More Transparent World," India ranks 182 out of 183 countries on enforcing contracts. The time needed to enforce contracts in India is almost triple the average among Organisation for Economic Co-operation and Development (OECD) countries and the cost of doing so is almost double the OECD average. Indian entrepreneurs, often strapped for cash and time, are almost powerless when business partners cheat them. Perhaps this is why Gallup data indicate that 83% of current business owners say they are the sole owner of their business, and only 16% of Indian adults believe they can find someone outside their own family to be a trusted business partner.

The lack of judicial infrastructure on enforcement does little to protect the trusting relationship between entrepreneurs and business partners or between entrepreneurs and customers. A lack of trust inhibits collaboration and significantly increases the risk an entrepreneur faces, ultimately slowing the growth of the MSME sector.

(Within these contextual factors in case of Women Entrepreneurs the major factor is of Finance at a startup stage; and providing it on current flow basis.

Problems faced by women entrepreneurs are discussed under literature review part)

1.9 Entrepreneurship and its Benefits.

The entrepreneurship contributes to the economy in number of ways.

There are some direct and some Indirect Benefits which are as follows:

1. Eternal Satisfaction

The entrepreneur himself gets the satisfaction of taking risk and managing it successfully. His achievement motive is very high and with a successful entrepreneurship this motive reaches complete fulfillment which gives him the eternal satisfaction which cannot be derived from any other source.

2. Knowledge and Skill Development

The entrepreneur has to face many odds and constraints. In order to overcome them he keeps on updating himself and tries to learn different methods to improve his processes and skills which make him an expert in his field of Enterprise.

3. Institutional Authority

During his journey, he acquires the expertise to the extent that new entrepreneurs and managers come to him for guidance and consultation which would make them professional

4. Employment Provision Satisfaction

Unemployment is a problem for almost all countries in the world. He provides the employment to one person by virtue of his enterprise which in fact takes the care of 3 to 5 persons in a family which provides him the satisfaction of discharging his social responsibility

5. Innovation Satisfaction

By natural instinct every individual human being possesses the urge for innovating something. The human race has progressed so far because of this instinct only. Need is the mother of Invention. The need comes from external factors and many a times from inner factors also. Sir Isaac Newton's inner instinct gave birth to the Law of Gravitation.

In case of Entrepreneurs to respond to external factors which come in terms of constraints, he has to think out of box. Such situations trigger the instinct of the entrepreneur which makes him innovative. Such innovations render him the satisfaction derived from the innovation which gives a separate mark and the credit which last long for him.

6. Self-Actualization Satisfaction:

While struggling with constraints, his potential is brought up and gets disciplined. This process brings out the best out of him, which takes him to the level of excellence which is recognized as self-actualization. This process takes him to reach to his mission & goals. The completion of the mission provides him the satisfaction of self-actualization.

7. Social Status:

Recognition in a society as a different personality is a necessity of each individual irrespective of the society and caste or creed etc. The entrepreneur gets this recognition and is regarded for his risk taking ability and devoting himself fully for his achievements. This brings him a different kind of respect and honor amongst his relatives, peer group and different sections of the society.

No other profession or a job or a service can give him this kind of satisfaction of achieving the status.

8. Contribution to Economy

Entrepreneurs contribute in two ways because of his running of enterprise which is an economic activity.

(a) The enterprise creates economic gains in terms of creation of goods and services which satisfy the need of individuals in the society or other manufacturing or service units. This creates exchange value which contributes to economy in terms of revenue generation which is a flow concept. Thus his efforts contribute to GDP of the economy

(b) The other way contribution is to create suitable gains in terms of assets where the generated revenue is ploughed back in formation of the capital goods. Thus he contributes to economic development of the country

9. Freedom and Economic Pay off

Entrepreneurs possess such a passion, they are demanding and want to make their own decisions. Opportunity to take their own decisions is a kind of autonomy or freedom he obtains from his Independent Entity.

Similarly, as compared to govt. service or a job in an organisation, his earnings are higher and can make him wealthy. Becoming wealthy is possible when he has ability and freedom to set his own goals for which he can work hard & earn as much as he needs.

Many entrepreneurs have different aspirations like having a spacious bungalow or a luxury car of status which may be a materialistic approach which they take as their goal and run the enterprise for that purpose. Thus freedom or autonomy makes them distinct than others.

This goal setting brings forward economic gains to him as well as other members of the society.

1.10 Rationale of the study

Looking at the benefits to the individual and the society as whole, it is necessary to think from the angle of women entrepreneurs. Women have the same feelings, aspirations and in the 21st century; they are in more liberal environment.

The chronic problem of India is unemployment. Growing population is making the problem more and more serious. Information Technology is adding to that; as manual processes are disappearing and employment in manual systems is vanishing.

In such circumstances, contribution of women is having vital importance.

The government is making continuous efforts to empower them and align them to come to the level of men.

In many fields they are overtaking the men and one can see their presence even as a pilot, police officer or an expert surgeon.

However, being present in jobs has a limited scope & meaning. They should be present as entrepreneurs which would benefit the economy of India to a large extent.

Thus Women Entrepreneurship must be fostered with a good focus.

The major problem of women is shortage of funds and finance & lack of awareness about their sources. This induced the researcher to look into the present financial schemes provided by the government. Their assessment is essential for determining the factors which would strengthen their effectiveness.

Therefore, the topic selected has both economic as well as social importance.

This chapter talks about the basic connotation of the words entrepreneur and entrepreneurship. Then it takes the stock of Global and Indian Scenario. Further the qualities of an entrepreneur are seen and also the benefits have been given the proper attention.

Next chapter is devoted to Literature Review which describes the issues relating to women entrepreneurs.

CHAPTER II - LITERATURE REVIEW

Literature review is always aimed at understanding about the context or discourse of the study. Literature throws light on the studies made; regarding the problem of the research and the background of the problem. Similarly, it gives the researcher the concepts about the method of studies conducted and provides guidelines to conduct and frame the study undertaken by the researcher.

Literature review therefore has two elements as Critical Literature Review and Creative Literature review. Critical part renders the comprehension about concepts, constructs and methods whereas creative part renders the guidelines for developing questionnaire and developing the context chapters as well as giving suggestions.

For the present study, what is in ordinary course is followed by the researcher as going through the books, websites, research papers and literature of the past reports or surveys etc.

General scenario about entrepreneurship at global level has been covered in the introduction chapter for which the reference is from

Global Entrepreneurship Monitor Global Report 2013, by Jose Ernesto Amorodos of Universidad del Desrrollo and Niels Bosma of Utrecht University available at www.gemcomnsortiuun.org

The report also covers about women entrepreneurship global scenario.

2.1 Women Entrepreneurship around the World:

Ref- An analytical study of the impact of women entrepreneurship development measures promoted by the Govt. & Financial institutions in Kerala – By Bose Vineesha,

Website- www.shodhganga

The author has in detail described the situation of different countries and also the impact on women entrepreneurship development.

The increasing presence of women in the business world as entrepreneurs in the last few decades has changed the demographic characteristics of entrepreneurs. Women

owned businesses are now playing a major active role in the society & economy representing about 26% to 28% of total entrepreneurship in the world.

Women entrepreneurship can make a strong contribution to the economic well-being of the family, community & women empowerment. For example, a World Bank study in Bangladesh on microcredit shows that men put 11% of the money into the household, whereas women put 18%.

According to centre for Women's Business Research (2008) in USA, 10.1 million firms are owned by women (40% privately owned businesses) employing more than 13 million people & generating \$ 1.9 trillion turnover. Women owned businesses employ a gender balanced workforce compared to their male counterparts.

In Canada women owned businesses make up nearly one third of all the businesses & provide nearly one million jobs for Canadians.

GEM, Ireland identified that 8.2% of Ireland adult population is involved in entrepreneurial activity as against 5.9% women

In U.K. female entrepreneurship is increasing & has reached now over one million self-employed women accounting for 25% of self-employed.

In 2007, about 32.5% of all Austrian enterprises were managed by women.

Women represent 26% of the total number of entrepreneurial people in Czech Republic.

In Denmark around 25% of the entrepreneurs are women.

In Finland women entrepreneurs accounted for over 30% of the total number.

In France, they make up only 28% of entrepreneurs.

In 2006, women accounted for 30.6% of self-employed workers in Germany.

In developed countries number of women employed in firms & businesses is on the increase. A similar trend is observed in the developing nations in Asia.

There are over five million woman entrepreneurs, constituting one fourth of all the entrepreneurs in China.

In eastern Nigeria, half the trade is carried out by women & in Ghana 80% of trading persons are women.

However, most women in poor countries & those in the developing countries have micro or small enterprises operating mainly in the informal economy, but they are absent in large & medium enterprises. They have only limited access to education & training; have less freedom to select their business sector. Many rely on personal savings or on contribution from relatives to fund their businesses. They lack the collateral to access credit from financial institutions. They also face administrative barriers & lack of access to information, which limits business development.

From the above the notable facts received are as under:

1. Majority of the countries do not have women entrepreneurs more than 30% where China has about 25%.
2. They are on the platform of informal level and involved mainly in small business sector
3. They lack in information, administration and mainly funding or finance.

The situation is more applicable to developing countries and in India the situation is similar. The problems are applicable to Indian women entrepreneurs as well.

2.2 Women Entrepreneurship and various dimensions and issues (Global Level)

Women entrepreneurship is a very wide domain and consists of number of issues such as motives, approach, promotion to development- related to capabilities and attitudes and constraints to limitations. Different authors have published research papers on above mentioned issues and following the track taken by them as literature review, comments have been made under each piece of literature for which points have been noted by the researcher in building the parts of the research. The pieces of literature below give a broader outlook to compare the profile of Indian Women Entrepreneurs with the profile of women entrepreneurs of different countries. During the journey of literature review there were some pieces of literature we found, which were directly related to context of the study and some were indirectly related to the context of the study.

Following are the pieces of literature which are put into chronological order and in the brackets it is indicated what it is about; and not grouped specifically in order to maintain the chronology.

Entrepreneurship, A new Female Frontier', Eleanor Schwartz (1976)¹ conclude that "The primary motivators for the women in her sample were the need to 'achieve, job satisfaction, economic pay offs, and independence' which they shared in common with the male entrepreneurs. However, unlike their male counter-parts, women entrepreneurs reported experiencing *credit discrimination* during the capital formation stage. Given that the equal credit act was not enacted until 1975,

(Finance)

Finance to women entrepreneurship has been a lacking part for several decades.

Hisrich and Brush^{2 (1984)} launched the first longitudinal study of women entrepreneurs ever done in the U.S. Until this point no national study had surveyed women entrepreneurs using the same type of questions and scales previously used to study men. This research covered the characteristics of women as individuals and their motive for startup, social support systems, barriers and challenges, and the characteristics, growth and performance of their business. The findings from their analysis of 463 women, yielded the first composite description of the "average" woman entrepreneur, first born, middle class, college graduate with a flair for liberal arts, married, with children and a supportive spouse in a professional or technical occupation. Most of the women had created their business in traditionally female industries. Popular business literature suggested that the historical pattern of succession in the family business was changing and daughters have come to be considered by the founders as viable successors along with sons. Entrepreneurial interest was often fostered by fathers, who acted as role models. Majority of the women entrepreneurs whom they interviewed had self-employed fathers or spouses engaged in professional or technical trades. The authors felt that this background provided good role models as well as supportive, financially sound environment to start new business ventures. Many well-known and established women entrepreneurs from India have benefited from such an environment. As a corollary to this, several enterprises registered in the name of women are actually managed by men. This does

not in any way diminish or dilute the positive role of those women who are enduring several social and economic odds to make a mark of their own in the male dominated business environment. On the whole, the emergence of women entrepreneurs in a society still depend to a great extent on the economic, social, religious, cultural and psychological factors prevailing in the society.

The literature above clearly shows that women were engaged in traditional businesses and the women entrepreneurship does depend on socio economic factors. Thus it is received that women face several social and economic clutches to emerge as independent entrepreneurs as like men

Morrison, White and Van Velsor³ (1987) who had a different view about the reason for the emergence of women entrepreneurship, observed that in the west, women were increasingly turning to entrepreneurship as a way of coping with the 'glass ceiling' that prevented them from reaching top managerial positions in organizations.

(Motives)

The above mentioned reason is negligibly present in Indian Scenario. However, in coming times it is possible that women may turn to entrepreneurship due to this reason

Holmquist and Sundin⁴(1988) in their work on 'Women as Entrepreneurs in Sweden; Conclusions from a survey' state that the main characteristic of women entrepreneurs as found in their study in diversity. Female entrepreneurs are present everywhere, in almost every line of business, in every country, with all kinds of marital status, with six children or none, aged 19 or 65. The only ever present characteristic is being female. Another observation is that the female entrepreneurs are invisible as entrepreneurs to themselves as well as to others. This is an astonishing fact considering that one in every four entrepreneurs in that country is a woman and considering the wide diverse patterns of female entrepreneurship. The women entrepreneurs have escaped public notice but they have existed and still do exist. Another tendency is that female entrepreneurs seem to be quite adaptable. Women working with their husbands adapt to the business chosen by men-thus lending it different pattern. The most encouraging revelation is that the female entrepreneurs

seem to be well-contented with entrepreneurship. The sense of independence and – self-reliance is strong with them.

(Entrepreneurial Reward)

The above paragraph speaks about invisibility and even then the contended feeling with the business chosen by their husband. That means, they balance family with their business and take care of children. However, this state of invisibility does not show in Sweden the promotion of women as independent entrepreneurs.

Kaplan ⁵ (1988) in her work relating to women entrepreneurs observes that although their orientations and skills may vary, the vast number of respondents are more concerned with creating employment for themselves rather than developing into entrepreneurs as defined by Drucker, Kanter and others. Like men, women have multiple reasons for starting a business. Non-economic (e.g. autonomy, challenge) reasons are often as important as economic ones. Yet non-work (family) factors influence women more than men. Younger women are better educated, have better business skills and are more likely to plan and set goals; the impact of these factors on business sales, growth and profitability more difficult to identify.

(Holistic Approach)

This part has guided the researcher to take the view of the study as holistic approach for the Promotion of women entrepreneurs, as Indian Women entrepreneurs and their funding is more focused on literate but less educated women; who do not have high level skills about goal setting, sales and growth and profitability.

Brush and Hirsch ⁶ (1988) in their work pertaining to the impact of strategic origin of women on the growth of their enterprises reveal that a woman entrepreneur who has some sort of previous experiences is more successful in establishing her venture than another woman who does not possess such experience. Financial skills are of key importance to business survival. This is but natural, considering that one of the key reasons for business failure is the inability to manage financial matters. With women entrepreneurs establishing a venture, previous experience in the field of venture, financial skills, strength in dealing with people and idea generation combined with market opportunity motivation are qualities most crucial for success in business.

(Financial Rewards)

Brush and Hirsch have hit the nail and mentioned about the significance of finance and management skills of finance which are addressed with reference to different schemes. These points assisted in determining the parameters of the evaluation and designing the questionnaire accordingly; where instead of going for a particular scheme, the schemes are considered in totality.

Nelson⁷ (1991) in his study on ‘Small Business Opportunities for Women in Jamaica’ has found that women were more attracted to business which required the least capital outlay, or which were an extension of household activities, as for example, small scale retail business such as dress making and garment manufacturing. Majority of women had the bitter experiences of sex bias while establishing and developing their business and 26 percent of them believed that they would be socially isolated if they exhibited the assertiveness and strength usually associated with male entrepreneurs. Thirty percent of the women, however, identified advantages of being female. They could negotiate preferential treatment and solicit sympathetic cooperation from males. Household responsibility played a significant role in the choice of economic activity among women. The sample respondents stated that they depended on their business to maintain their homes and support their families. Need for a specialized training programme for women in small business was also echoed by the respondents.

(Non-Financial Factors)

If we compare India with Jamaica, it is observed that women are engaged in similar type of tiny Businesses and facing the same sex bias or gender bias, and the major reason for businesses is the economic support to family. There are few exceptions in India where well off & well educated women enter in the businesses, but for average earning families the situation is not so. The need of exhibiting assertiveness and strength like men is essential and if they become capable of this then one can consider it as the real promotion of women entrepreneurship in India. That is exhibited to a small extend in second decade of this century as there is a vast difference after 1991 in the state of women entrepreneurs. However, Neslson’s points are valid today also.

Tovo⁸(1991) observes that for business capital; self-employed women face several problems common to all small scale entrepreneurs, which include limited access to inputs and markets. Often a large number of small enterprises share one market

segment, causing competition to be fierce and prices to be low. The products of small enterprises have to depend on a limited number of suppliers and wholesalers. This renders the entrepreneur economically vulnerable and often exposes her/ him to exploitation.

(Marketing & Diversification)

Tovo mentions about the marketing issues of small entrepreneurs and low prices. The measure for these problems is to smoothen their input position and the working capital. If the working capital is inadequate then the small entrepreneurs need to go for forced sales at lower prices and they become vulnerable to exploitation.

Here the strategy and personal value system are commented on which are significant part in promotion of women entrepreneurship

Olson and Currie⁹ (1992) in their work related to the personal value systems and business strategies adopted by women entrepreneurs state that a business requires well-defined, effective strategies to serve as literal game plans for determining where the enterprise wants to be and how it will get there. Their study investigates the proposed correlation between the personal values of female entrepreneurs and their chosen strategies. They believe that there may be a pre-selection process that determines the occupations women enter. The fact that all the women surveyed had prioritized their values in a similar order, suggests that their personal beliefs may have had a greater influence on their career choice than on the strategies they use within their line of work. The outcome of the investigation implies that women in male dominated fields of work may feel forced into allowing external factors (customers, suppliers, environment, etc.) to dictate their strategies regardless of their personal values.

(Business wisdom)

This denotes that the belief that women cannot be present in the male dominated businesses. However, in India now the situation has changed. The presence of women in male dominated professions and businesses is quite noticeable. But the validity of the point may make the difference as far as skill sets are concerned for running male dominated businesses e.g. repairing of construction structures is a lucrative business but for that male skills and strength is necessary. Nowadays, by and large all male dominated profession are seen with women as entrepreneurs.

Jisrich and Fuldop¹⁰ (1993) in their work related to women entrepreneurs of Hungary have found that most of the women entrepreneurs in their sample were married. The majority came from the middle or the lower middle class with a background of their mothers being housewives. The women entrepreneurs were highly educated with the majority of them having a graduate degree or its equivalents. They were more educated than their husbands, who, in turn, were more educated than the average Hungarian male. These women entrepreneurs formed their new ventures either due to their interest in the area of business or due to job frustration. The new ventures created were from a wide variety of areas, which covered trading, retailing, advertising, consulting, manufacturing, accounting and training and education.

(Diversification)

The situation in Hungary and India is different. Even today, this kind of situation is not found in Indian women. Graduate women are more jobs oriented and culturally they have more restraining factors. Even after 1991, rural or semirural women having education level up to secondary education level do not go forward for entrepreneurship. The wide variety of area is not seen in India as most of them involve in traditional type of businesses.

Holiday and Letherby¹¹ (1993) conducted a study on how women integrate business and social life. The authors drew heavily on sociological theory to interpret women's role in small business, particularly those roles related to authority. A close relationship between work family connections and economic success confirmed support for gender equality rather than for a gender difference. However, the research uncovered lingering vestiges of traditional gender roles consistent with a gender difference model-primarily in the context of marriage. Role models, self-assurance, and marriage were positively related to the supply of female entrepreneurs while education and experience were negatively correlated with entrepreneurship but positively correlated with entrepreneurial performance.

(Social Status)

The issues discussed in this paper are valid even in Indian context where in business communities like Marwaris and Gujrathis, the traditional gender roles are present. They are more favourable to men rather than females

Zapaska¹² (1997) in her survey of women entrepreneurs in three of the biggest urban centers in Poland found that the types of ventures established by the women entrepreneurs varied widely, with some in traditionally male-dominated fields and others in the conventional female dominated areas. On balance the majority of women entrepreneurs were involved in business related to personal, computers, consulting, sales and advertising. Almost all the business was based on product innovation or product modification. Most of the business was relatively young; over 50 percent had been in operation for four years or less. These entrepreneurial ventures were new for most entrepreneurs. The female respondents believed that they had survived the startup operation stage because they tended to operate business in fields in which they had at least some experience from their previous salaried jobs such as the management of state owned enterprises and programming, sales, administration, marketing, and consulting. Female entrepreneurs considered innovation and the creation of something new as important factors leading to the success of their business.

(Creation of Employment & innovation)

The point of innovation is significant for the success of women enterprises; Indian women are good at innovation in Art and handicraft and designing. The innovation needs experimentation and training which has its own costs and this point is covered in the part of suggestions

Mayoux¹³ (1998) in her research paper ‘women’s Empowerment and Micro Finance Programmes, Approaches, Evidence and Ways Forward’ states that Micro finance schemes have highlighted the perception of women’s contribution to household income and family welfare and increased women’s participation in decision making in the household, resulting in an overall improvement in attitudes towards women in the household community.

(Social Status)

Mayonx study is empowering decision part due to higher economic capability which is evident in case of members of Self Help Groups and their empowerment through SHG have enhanced their confidence.

A study conducted in Philippines by Leon V. Chiko¹⁴ says (the findings are relevant in India as in most of the developing Asia due to similarity in conditions) revealed the following facts; the women’s role has undergone a significant

metamorphosis from that of a generation ago. She is still expected to be a good mother and loving wife, but the socio-economic climate is no longer a big barrier any more (to a woman seeking occupation outside her home). The feeling is that she is first viewed as a woman, and only then as an entrepreneur. Several studies in the Asian context point out that the primary problem of a “woman entrepreneur is just that being a woman.”

(General)

The level of metamorphosis depends on the overall support to women and seeing them as woman first has a history of many centuries Recognizing them, first as an entrepreneurs and then woman shall be the highest peak of their promotion-economically and gender equality, socially.

Gundry and Welsch¹⁵ (2001) compared women-owned businesses that exhibited high levels of growth with low or no growth businesses in order to find out the relationship between strategic choices path and a firm’s growth orientation. High growth women entrepreneurs differed from low growth women entrepreneurs along the following dimensions; selection of strategies that focused on market expansion and new technologies, intensity of commitment to business ownership, and willingness to incur greater opportunity costs for the success of the firms. High growth women entrepreneurs were found to pay greater attention to organizational structure; made growth – oriented planning; used a tam based approach for the business; were greatly concerned about reputation and quality, mobilized adequate capitalization; and made use of a wider range of financing services for business growth.

Gundry and Welsch focus on strategies part and other managerial skills and capabilities.

However, from the context point of view what is received is that making use of a wide range of financial services.

(Strategy)

In Sweden, Due Reitz and Henrekson¹⁶(2000) did analysis of sales profitability and employment generation and found that women owned firms were smaller and had a smaller customer base. Only the underperformance in sales was reported. The conclusion was that women owned businesses were underperforming since the growth preference of women was lower than those of men.

The explosion of unemployment and increase in economic discrimination against women in Russia since the start of market reforms has pushed many women into the category of micro entrepreneurs. The paper 'Women Entrepreneurs in Russia' by Izyumou, Alexi and Razumnova, Irina¹⁷ (2000) surveys the status of women-owned business in Russia with an emphasis on the training needed for the successful transition from; unemployment to entrepreneurship. Advantages for female entrepreneurs in home based business and in the internet mediated information services are discussed. Lack of basic business skills among aspiring women entrepreneurs, rather than direct gender discrimination, makes them underprivileged players in the new Russian economy. The study suggests the need for a two tier approach in entrepreneurial training programmes. The major part of the first tier programmes should be focused on basic entrepreneurial training with the goal of helping women to realize their business potential and overcome the fear of and/ or misconceptions regarding the market situation. Expanding programmes for business with low startup costs, such as direct marketing and home business is particularly desirable. This is one of the most efficient measures for reducing unemployment and helping to generate new goods and services at a reasonable cost. The second tier of entrepreneurial training should focus on the small high tech business, computer based data processing, accounting, designing, etc.

(Profitability, Training)

Suggestion of two tier training programme is very valid for Indian women also. Realizing the potential first and then choosing the area of business shall help in developing entrepreneurial as well business skills more effectively

According to Lois Stevenson and Annette St-Onge¹⁸ (2005), 'Support for Growth oriented Women entrepreneurs in Tanzania', the main problems of women entrepreneurs are limited access to quality and affordable business development services, to term finance and difficulty in getting the sufficient working capital to meet the needs of paying multiple taxes and the harshness of the labour laws.

(Turnover, Finance)

Here the author has put light on typical problem related to finance; about term-finance and working capital. While evaluation the points are considered appropriately.

ShaliniSinha¹⁹ (2005), in the paper “Developing Women Entrepreneurship in South Asia; Issues, Initiatives and Experiences”, attempts a survey of the overall issues, initiatives and experiences involved in developing women entrepreneurs in South Asia. The literature review undertaken for the study says that there are three types of issues commonly referred by most authors; (a) general profile of women entrepreneurs and their backgrounds (b) critical issues pertaining to women’s entrepreneurship, and the problems and constraints faced by them, (c) various governmental and non-governmental organizations formed to help women to get access to credit facilities, training and capacity building, and provisions for infrastructural capital for various entrepreneurial ventures. The issues pertaining to women’s entrepreneurship in general and in SME’s in particular are reviewed in this paper. Women entrepreneurs, for the purpose of the study, are defined a women running their own SME’s within the formal sector in South Asia. Although sufficient statistical data on women entrepreneurs are not available, the statistics either in absolute or relative terms reveals that measures have not reached the critical mass necessary to make an impact on the system. The paper documents some international intervention in the field of capacity building of women entrepreneurs which includes studies on the support organizations and networks in the South Asia region. Some recommendations are made for the benefit of ESCAP and other donor agencies, Governments and women entrepreneurs and their organizations.

(Finance, turn-over)

This paper considers the credit facilities, training and capacity building and provisions for infrastructural capital. Although, issues are related to South Asia, they are common for Indian Scenario. The measures have not reached in absolute or relative terms. Thus these issues helped the researcher in designing the questionnaire and also understanding the concept of promotion of women entrepreneurs which should be sustainable. Unless they reach out in absolute terms such sustainable promotion is not possible.

M. Botha, G.H.Nieman and J.J. Van Vuuren²⁰ (2006), in their treaties titled ‘Evaluating the Women Entrepreneurship Training Programme; A south African Study’, states that lack of training and education noticed in South African entrepreneurs act as severe barrier, particularly for the weaker segments such as women. Therefore, the purpose of the paper is to introduce and evaluate the Women

Entrepreneurship Programme (WEP) as a training intervention. The WEP will be evaluated by measuring the skills transfer that took place and whether the participant's business performances increased after the intervention. The sample consists of 180 women entrepreneurs, where 116 respondents form the experimental group and 64 respondents, the control group. Factor analysis is executed to confirm the validity and reliability of the measuring instruments used. The paper statistically proves that the WEP is not only effective in providing skills to women entrepreneurs and improving their business performance indicators but also encourages potential women entrepreneurs to start their own business and help the established entrepreneurs to start multiple businesses.

(Training)

The other side of the training programme is revealed by the author which states that it improves the performance of present women entrepreneurs and also gives demonstration to potential women entrepreneurs

Muhammed Azam Roomi and Guy Parrot²¹(2008), in their study, 'Barriers to Development and Progression of Women Entrepreneurs. In Pakistan' aims at presenting a miniature portrait of the gender related challenges faced by the women entrepreneur's in the context of the socio economic landscape of Pakistan. Women entrepreneurs, in addition to experiencing gender – neutral constraints such as lack of access to capital, land, technology, training and government assistance, also experience gender related constraints. The research catalogues some specific challengers, arising from feudal, tribal and geographical traditions. These wide ranging practices are often justified on grounds of safeguarding and promoting spiritual values. This article purports to create a deeper understanding of women entrepreneurship in a challenging cultural setting and to assist policy makers and development agencies in meeting the specific needs of women entrepreneurs. The research suggests that many problems faced by the women entrepreneurs originate from the structurally enforced inferior status of women within an Islamic society. Female entrepreneurs have to overcome the formidable challenges posed by the mores of paradha and izzat, which impose severe restrictions on their mobility and their interaction with men at work. Mostly a Pakistani women entrepreneur is a woman in her thirties or early forties, holding a university/ high school/ education, concentrating on a single enterprise and unwilling to diversify into multiple business areas. The study under review suggests

that in order to foster development, multi-faceted cooperation is required. The media, educational policy makers and government agencies should work shoulder to shoulder to help women get access to business development services and benefit from local, regional and national networks. This would help women entrepreneurs to get into the mainstream economy.

(Constraints)

This is a typical situation in Pakistan arising from Religious Systems which to some extent also prevail in India in Muslims and some other communities which are very rigid in case of women entrepreneurs

Lucy Sendi and Alistair²² (2009) in ‘Tanzanian Micro Enterprises and Micro Finance; The Role and Impact of Poor Rural Women’ explores the nature of micro finance, or micro credit, in rural Tanzania. It begins by examining all types of finance available to the poor who operate micro enterprises. It provides an overview of the financial alternatives in Tanzania and is intended to highlight the extent of poverty and create an awareness of the dynamics involved. Most institutes which offer loan facilities operate mainly in urban centres, thus restricting accessibility for the rural poor. Moreover, the modest lending conditions have also created hurdles for the poorest women. One scheme, Small Entrepreneur’s Loan Facility (SELF) which is intended to address these issues is the empirical focus of the study. The SELF Project, appear to have had some beneficial impact, which is limited to short term, day to day transactions. It has done little in a permanent and sustainable way to mitigate the poverty of the poorest that live in rural Tanzania. Entrepreneurship may realize opportunities; it may create jobs, but creating, even recognizing opportunities also require skills and competencies which may need to be fostered and taught.

(Job Creation, Finance)

Here the permanent and sustainable words are important which the focus of the study is. This paper guided to develop the approach towards permanent level promotion which is mentioned as real promotion level in this context in next chapters

TulusTumbunan²³ (2009), In the paper, ‘Women Entrepreneurship in Asian Developing Countries, Their Development and Main Constraints’, examine recent developments of women’s entrepreneurship in developing Asian countries. This issue is currently very important since it is part of the ongoing national efforts to alleviate

poverty in developing countries in relation to the Millennium Developing goals (MDGs) Greater opportunities for women to become entrepreneurs (or to have better income paid jobs) will help much in poverty alleviation. Methodologically, the study is based on data analysis and a review of recent key literature. This paper focuses only on women entrepreneurs in small and medium enterprise. The main issue of women entrepreneurship development mentioned in this paper is the *severe constraints* obstructing women in becoming entrepreneurs or existing women entrepreneurs to sustain or grow. The paper reveals a number of interesting facts. First, SMEs are of overwhelming importance in Asian Developing countries, as they accounted, on an average, for more than 95 per cent of all firms, thus the biggest source of employment, providing livelihood for over 90 per cent of the countries work force, consisting for the most part of women and the young. Secondly, women entrepreneurs are mainly found in MIEs, which are traditional and low income generating activities. They choose MIEs simply because this economic activity facilitates an easy entry and exit, and requires small capital, simple technology and skill. Thirdly, majority of them are drawn to entrepreneurship not by 'pull factors', but by 'push factors' such as poverty, unemployment, the need to have an additional cash income to meet the family's day to day needs. And fourthly, other important reasons for the relative low representation of women entrepreneurs are (i) low level of education and lack of training opportunities (ii) heavy household chores (iii) legal, traditional, customs, religious constraints imposed on women in starting their own business, (iv) lack of access to formal credit and other facilities.

(Constraints)

Here the constraints mentioned from (i) to (vi) are quite common but again lack of access to formal credit and other facilities is highlighted. Different financial schemes are the key to resolve these issues and their evaluation is equally important

Drine and MounaGrach²⁴ (2010), in their paper 'Supporting Women Entrepreneurs in Tunisia,' purports to investigate the satisfaction levels of entrepreneurs, both male and female, and to compare their perceptions of different support services. The literature review clearly indicates that women entrepreneurs have motivations and obstacles more severe than those experienced by men. Based on a survey of 50 men and 50 women entrepreneurs, the study finds that the general approach of various agencies is ineffective in promoting female entrepreneurship. More specific support systems to

provide assistance to women entrepreneurs are needed. In fact, while it is true that the existing support structures do provide women with the opportunity to make contacts, build networks, and learn from the experiences of others, specific measures are still imperative in achieving the objectives. Attention should be paid to special problems of women entrepreneurs such as lack of easy access to finance, information and training. Given that a woman's approach to business management is often different from that of her male counterpart, it is imperative that supportive measures are designed and implemented in a manner that they can address the problems unique to women by incorporating the gender dimension.

(General)

The paper mentions about the design of a support system along with finance .The supporting agencies need to appreciate that there are unique problems of women entrepreneurs and they should be considered while designing the support system. The suggestion by the authors again leads to having holistic approach rather than have specific problem in designing support system along with provision of finance.

Blosom Christina Roque and V. Ramanujam²⁵ (2011) in their article, "Omani Women Entrepreneurship and SME's in Oman-Challenges and Opportunities", states that the women entrepreneurs of Oman have many problems to overcome in establishing their business. Some of these are common to all entrepreneurs and some are specific to women. Women now have greater access to the various spheres of life, be the political, educational or economic. However, more women are needed in high positions within the government in order to influence the policies that will strongly support a move towards a change in values and work ethics. Training and Entrepreneurial development programmes will help to provide abilities such as skills for SME development, financial management, marketing, Personal interaction, human resources promotion and other important business and life requirements.

(General)

The paper focuses on Omani Women who are having similar problems. It mentions about financial and marketing management as key factors for the development of SMEs.

2.3 Women Entrepreneurship in India: Dimensions and Issues

2.3.1 Quantitative Look

The above pieces of literature give sufficient information about different countries and the scenario of women entrepreneurs

The position of Indian Women Entrepreneurs and issues are discussed hereafter through literature review related to it.

The first part of these discussions is to look at it quantitatively in terms of number of women entrepreneurs; women managed enterprises and men entrepreneurs and their proportion from the latest available data.

Economic Times: March 17, 2007 gives the following facts which are noteworthy

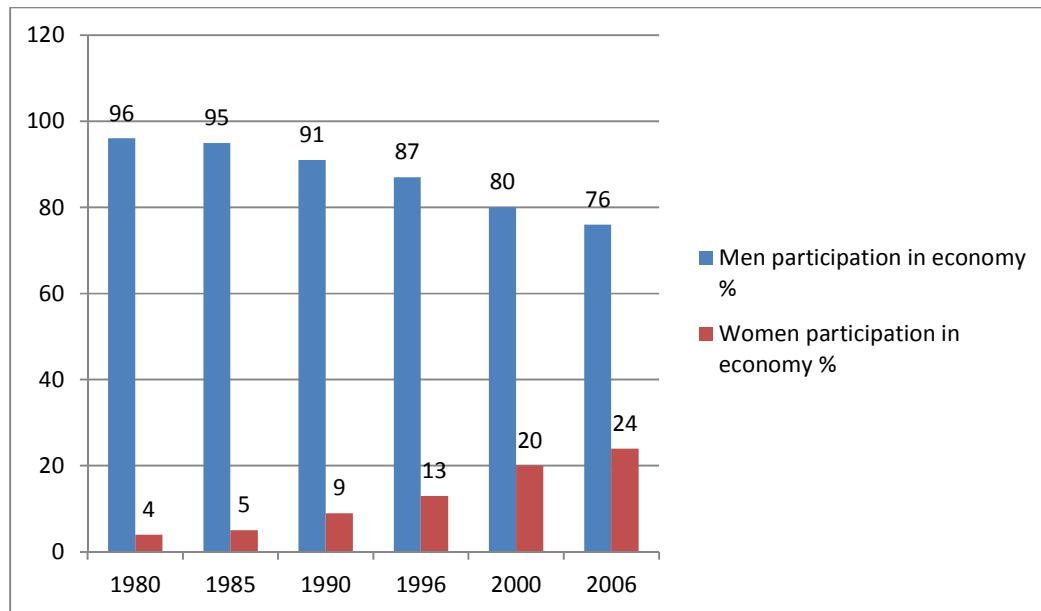
Women Entrepreneurship is a recent phenomenon in India which has emerged in seventies but became more prominent in eighties, especially in the latter half of the decade.

Post-independence; till the liberalization, privatization & globalization of Indian economy in nineties, around 73% of women entrepreneurs in India launched their business in eighties (Sethi 1994) & this trend continued in nineties. The declaration of the International Decade of Women (1975-85) & setting up of separate Ministry for Women & Child Welfare in 1985 have given a spurt to women entrepreneurship (Sethi 1994).

Women make the second largest target group for identification of potential entrepreneurs. In India, women constitute around 48% of the population but their participation in the economic activities is considerably low. It is not always easy for women to find employment compatible with their family responsibilities & household duties. That is why many women are attracted to the idea of self-employment adjoining their premises, with flexible hours allowing them to take care of both home & business.

The last two decades have seen a substantial increase in employment of women & especially the last decade has shown a prominent role played by women entrepreneurs in the process of economic development.

Chart 2.1: Composition of Men and Women in Indian Economy



(Source: Economics Times, March 17, 2007)

The above data shows that the percentage of women share in economy during the post-liberalization period is encouraging since the participation has increased from 4% in 1980 to 13% in 1996 & then to 24% in 2006. The average annual growth during the last two decade is quite encouraging compared to the inadequate growth during the three decades of post-independence period.

The Fourth All India Census of Micro Small & Medium Enterprises 2006-2007 shows that out of total 261.01 lakh Registered as well as Unregistered Enterprises, 19.20 lakh were Women Enterprises & 10 lakh enterprises were women managed enterprises. This means only 7.36% Enterprises in India are women owned enterprises.

The data available is of 2006 -2007 to till date, which is sourced from MSME Census 2006-2007, which is as under

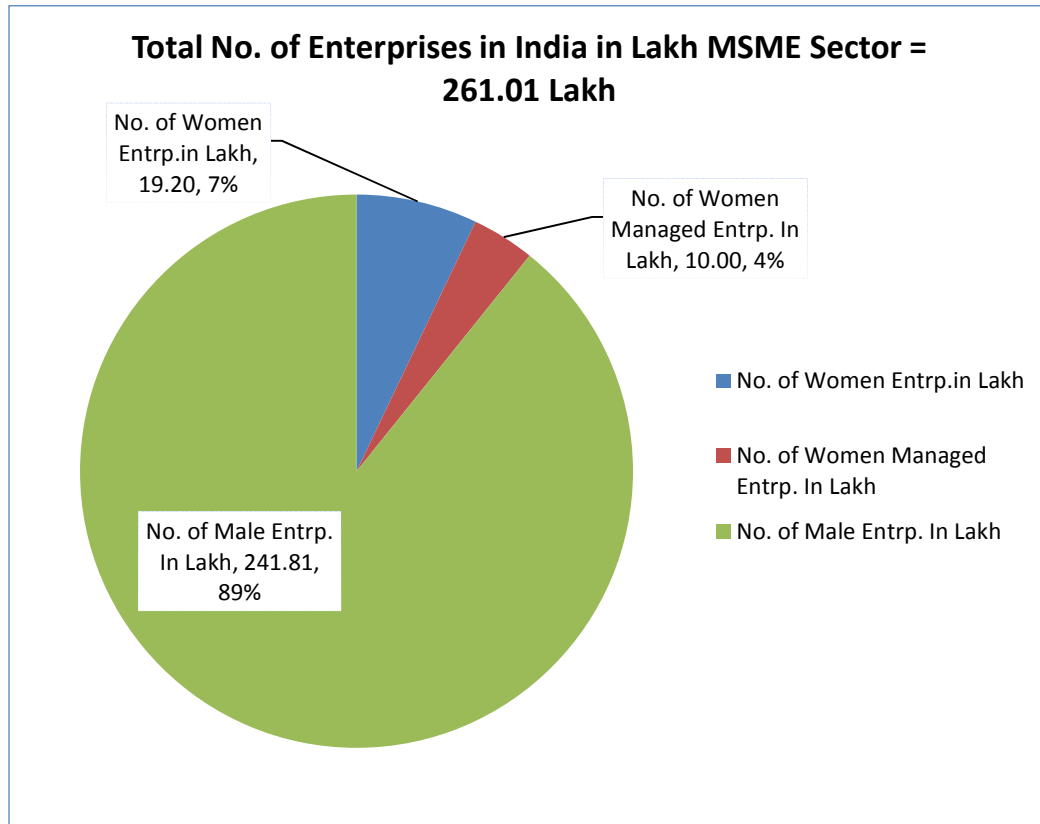
An enterprise (Manufacturing or a Services) managed by one or more women entrepreneurs in proprietary concerns, or in which she/ they individually or jointly have a share capital of not less than 51% as partners/shareholders/ Directors of Private

Limited Company/ Members of Co-operative Society is called a ‘Woman enterprise.’ It was found that 13.85% (numbering 205419) of the units in the registered MSME sector were women enterprises, whereas the share of enterprises actually managed by female was 10.10%. The State-wise distribution of working enterprise among socially backward classes and women is given at Table-2.

Table 2.1: Composition of Men and Women Entrepreneurs

No. of enterprise Managed by:	
Male	13, 95,738(89.90%)
Female	1, 56,753(10.10%)
Total	15,52,491
No. of Women enterprises	2, 15, 036(13.85%)

Chart 2.2 Composition of Men and Women run Enterprises



The data also highlights that, out of 19.20 lakh Indian Women Enterprises, 2.15 lakh are registered while 17.05 lakh are unregistered women enterprises.

From the above figures which are available only for 2006 -07 (which must have substantially increased in last 08 years and shall be available by end of 2015)

However, against 89 % of male entrepreneurs 11% is comparatively very small. Even with the increase in last 08 years by double the figure the total potential is not fully drawn. Thus more empowerment and development is necessary for women entrepreneurs

2.4 Women Entrepreneurship in Maharashtra

The figures related to Maharashtra, available from MSME 2006-07 are available which are as follows-

Table 2.2: Maharashtra - Working Entrepreneurships by Type of Ownership by Social Category and Women Enterprise

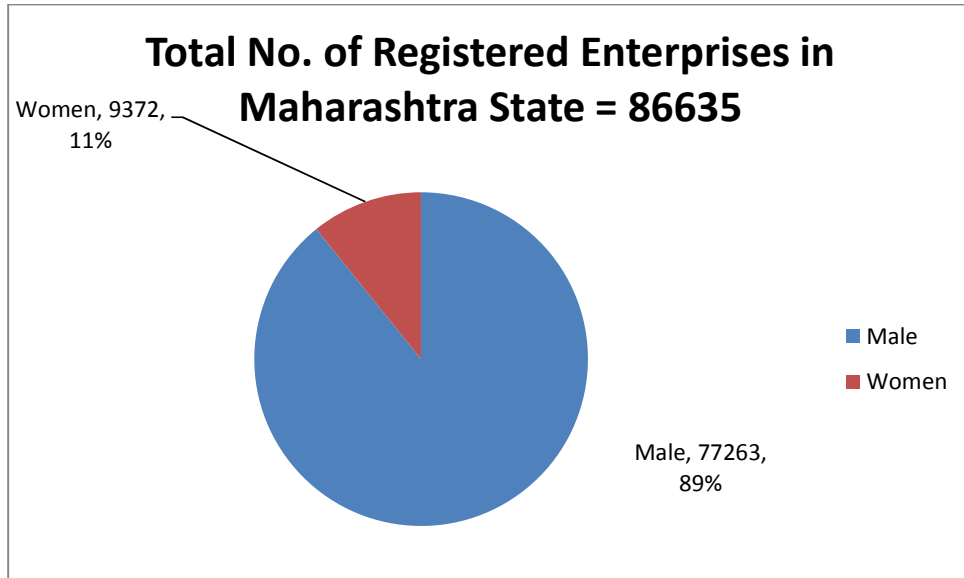
State Code	State/ UT Name	Owned by		Owned by				Total Units
		Female	Male	SC	ST	OBC	Others	
27	MAHARA-SHTRA	9372	77263	4986	1470	12468	67711	86635

For more details of other states refer Annexure A

The annexure covers other types of information as well.

Chart 2.3: Composition of Registered Units in Maharashtra

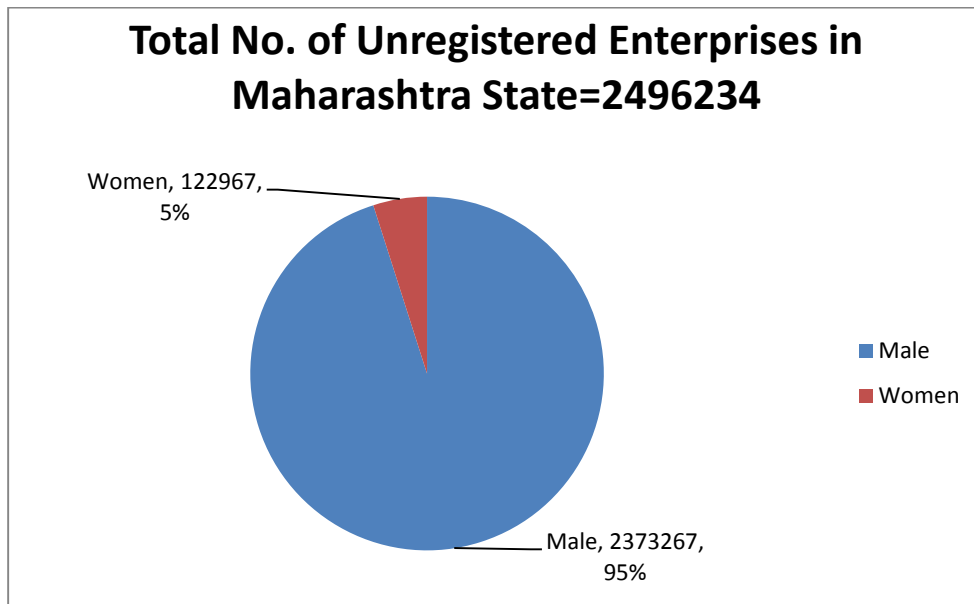
(Source: MSME Census data 2006-07)



From the above Chart 2.3, it is seen that the percentage of women entrepreneurs in Maharashtra is 11% which is exactly same as that of the National percentage figure for women entrepreneurs.

Chart 2.4: Composition of Unregistered MSMEs in Maharashtra

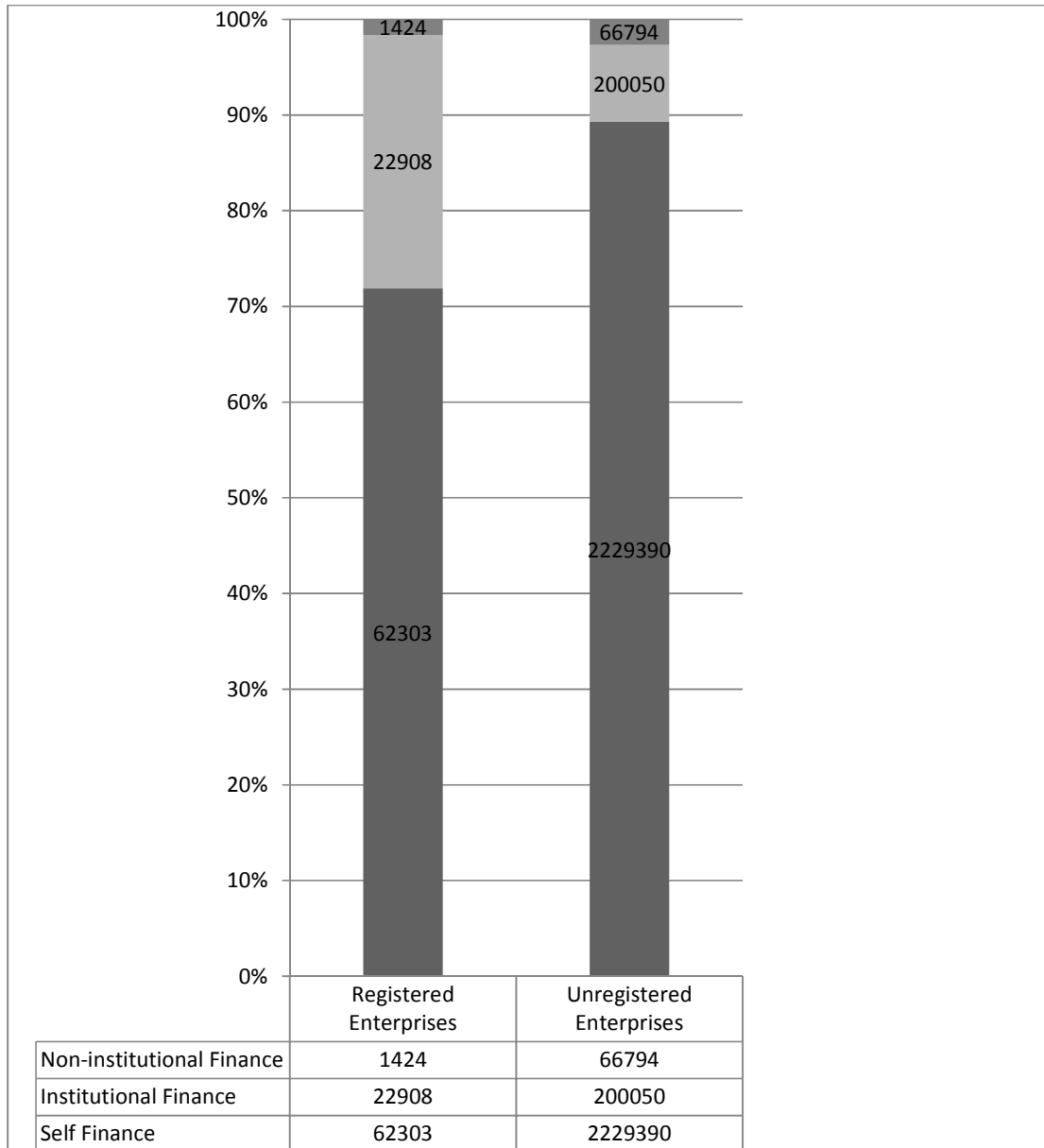
(Source: MSME Census data 2006-07)



From the Chart 2.4, it is seen that the percentage of the unregistered women entrepreneurs in Maharashtra is 5%, which is much lower than that of the registered women enterprises which is around 11%.

Chart 2.5: Total no. of working Enterprises in Maharashtra & mode of Finance

For them. (Source: MSME Census data 2006-07)



From the Chart, it is seen that

i) In registered entrepreneur's category, 26.44% have availed institutional finance as against those of only 8% from unregistered category.

ii) In registered entrepreneurs category, only 1.64% have availed finance from non-institutional sources as against those 3% from the unregistered entrepreneurs category.

2.5 Women Entrepreneurship in & around Pune

Pune is the second largest city of Maharashtra state & is considered as the educational hub of the India. Women from Pune are cosmopolitan, well educated, progressive, forward looking and well versed with the latest technology and possess good skill sets. Although the society does not go out of their way to encourage women; generally the society does not oppose women in entering business or different professions.

Pune is a safe city having professional environment. It has many vocational training institutes even specially designed for women e.g. SNDT home science college, where courses are offered on the subjects like nutrition, textile design, child psychology etc., Cummins college of engineering for women which offers engineering courses in electronics and telecommunication, IT, mechanical, instrumentation etc. Hence women have variety of educational as well as professional opportunities at Pune.

Not only the percentage of working women in Pune is increasing but percentage of women entrepreneurs is also increasing as women see the benefit of independence and flexibility of working hours.

Although large no. of women entrepreneurs are looking after their family business or have a low tech businesses like food products, jewelry, hand-bags etc. Now an increasing number of women entering into technical fields like IT, manufacturing, transport, travel and tourism etc.

The number of women coming together to form a Self Help Group (SHG) for promotion of their products is also increasing in Pune.

The DIC Pune is the office responsible for implementing the various schemes of MSME.

Table No 2.3 Summary of Census of MSME in Pune District:

Type	Service	Manufacturing	Total
Micro	2419	14284	16703
Small	209	1464	1673
Medium	6	53	59
Total	2634	15801	18435

(Economic Survey of Maharashtra 2012-13)

The figures include both male and female entrepreneurs and the details of the female entrepreneurs and discussions are made in the chapter of Method of Research

From the above figures, the quantitative scenario information is sufficiently covered.

Now the next discussion is regarding literature available about Indian Women Entrepreneurs and what type of dimensions and issues are received from the same.

2.6 Perspective about Indian Women Entrepreneurs

The perspective covers the issues related to motives, training, barriers and finance and so on.

Following are the pieces of literature which are put in the chronological order and into brackets it is indicated what it is about; and not grouped specifically in order to maintain the chronology.

Surti and Sarupriya²⁶ (1983) investigated the psychological factors affecting women entrepreneurs. They examined the role of stress experienced by women entrepreneurs, the effect of demographic variables, such as marital status, and type of

family on stress and how women entrepreneurs cope with stress. Results indicated that unmarried subjects experienced less stress and less self-role conflict than married entrepreneurs. Those from joint families were found to experience less role stress than subjects from nuclear families, probably because they shared their problems with other family members.

(General Aspects)

The paper talks about stress factor for which there is a need for stress management training for small family women entrepreneurs

Singh and Gupta ²⁷(1984) in their study on 'Potential Women Entrepreneurs, their Profile, Vision and Motivation' identified the reasons for becoming entrepreneurs from the reaction of the respondents. 'Economic Gain' was the supreme motivating force. 'Keeping oneself busy' was another driving force. 'Fulfillment of one's ambition' ranked third which was followed by 'wanted to become independent.' There were a host of other reasons too.

(Motives, Entrepreneurial rewards)

The researcher understands that the motives are common universally; perhaps the order of priority may differ from country to country

Rani ²⁸ (1986) in her study 'Potential Women Entrepreneurs' found that the desire to do something independently was the prime motivating factor in taking up business activity with the sample respondents. All the women in the sample survey stressed on their capability to take independent decisions and stated that the thought of entering into entrepreneurial areas was their own decision, which was in no way influenced by others. The author further found that education and income did not influence the decision making process to jump on to entrepreneurial bandwagon.

(Motives-social status)

Independent entity is the prime motive which is a very natural instinct for any human being

Patel V.G. ²⁹ (1986) advocates the need for identifying the constraints and limitations which prevent a large number of potential women from coming forward, entering business and becoming successful. Since women can be as good entrepreneurs as men, the focus must be on 'Entrepreneurship' for building up

successful enterprises. Even successful women entrepreneurs are of the view that while encouragement and facilities are required to enable a woman to enter business for the first time, when it comes to competition, they have to fight on the same footing as men, survival and growth come from the individual's competencies and skills and not from special concessions, given to the women entrepreneurs. Patel opines that so far our society has not allowed women to think independently, and so there is need to identify their own role within or outside the family. Till recently, economic compulsions have led more and more young girls to take up employment and it is not out of work experience, exposure to education or urbanization that the potential source of women entrepreneurs has emerged.

(General)

The paper makes two important points as competition exist for both men and women and the potential of women entrepreneurs shall be more with urbanization process

Singh, Sehgal, Tinani and Senguptha³⁰ (1986) in an exploratory study on successful women entrepreneurs, looked into problems encountered by them to attain the level of success and identified the operational problems they are currently facing. 18.7 per cent of women entrepreneurs felt no operational problems, whereas 81.3 per cent ventilated problems of varied nature, such as managing work (23 per cent), marketing (20.5 per cent) recovery of dues 17.9 per cent) financial (10.2 per cent) and mobility (13 per cent) etc. Only 44 percent felt that women had to fight harder than men in the entrepreneurial world to achieve success. Only 35 percent experienced family conflict, as these women had children aged between 10 and 15 years and where not able to do full justice to their maternal responsibilities.

(Financial Constraints)

Indian women face operational problems and they can be overcome by giving right kind of training

Vinze³¹ (1987) in her work titled, 'Women Entrepreneurs in India', states that since women entrepreneurs need constant guidance in matters pertaining to financial discipline, it would be mutually beneficial if the bankers and women entrepreneurs learn to appreciate each other's viewpoints. More attention should be paid to matters like stream lining of the assistance required, co-ordination of procedure and a better

code for assistance agencies. She further feels that management skills are must and women entrepreneurs need to be trained in this area. She also studied the socio-economic background and the factors that contributed to entry into business of women entrepreneurs in Delhi. Corroborating with above findings, she highlighted the cultural aspects. It is harder for women to take 'calculated risks' that are essential to entrepreneurship, as they are the custodians of society in the maintenance of cherished values, habits, and accepted norms of conduct.

(Training)

The women entrepreneurs require the training regarding the financial discipline which is mentioned in suggestion part of the study

Cronie³² (1987) has studied the motivating factors in aspiring male and female entrepreneurs and found that compared to men, women are less concerned with money making and often choose entrepreneurship as a result of career dissatisfaction. They also see entrepreneurship as a means of simultaneously meeting their career needs and child care roles. The primary motives for engaging women in entrepreneurial activities are;

Pull Factors

1. Absence of family support/ limited family support.
2. Limited access to finance, lack of information and awareness, procedures and delays skepticism of lending agencies.
3. Lack of technical, business and financial information and experience.
4. Limited education and training.
5. Desire for gainful time structuring – preferring the flexibility of time afforded by an entrepreneur versus an employee.

Push Factors

1. Responsibility due to death of spouse
2. Special qualifications attained.
3. Joining the family business.
4. Financial difficulties.

Further, in developing countries women entrepreneurs face considerable repercussions within their families and social relationships because of the role transformation from that of the traditional homemaker to a business person. To cope with these psychological stresses women require great confidence and mental resolve. Researchers do believe that these psychological traits like need for achievement, power, and affiliation are those that can be developed.

(Motives)

The classification to Pull and Push Factors is a great contribution to the study of women entrepreneurs. Holistic Approach is essential for the promotion of women entrepreneurs

A.G. Prasad and T. VenkateshwaraRao³³ (1988) in their articles “Socio-economic Background of Women Entrepreneurs – A Case Study of Andhra Pradesh” find out the following facts (1) First generation entrepreneurs are not so much successful (2) units established by entrepreneurs before marriage are not so much successful (3) units promoted by entrepreneurs after marriage and having grown up children are doing well. (4) units promoted by technically educated are more successful and uneducated are not so successful (5) electronics, brick making and other technical/ mechanical units are not that much successful (7) urge for the status and expressiveness in the same line are two important factors for the success of the unit (8) loan, interest subsidies and marketing facilities offered by the institutions are inadequate.

(Financial constraints)

Inadequacy of loan and subsidies is a long rooted problem since 1988. However, the position today is slightly better than in 1988.

Azad³⁴ (1989) in his work on ‘Development of Entrepreneurship among Indian Women’ states that there is a need to understand the psychological characteristics of women entrepreneurs. He further says that lack of adequate theoretical understanding of these characteristics creates a severe gap which if not properly bridged may result in faulty forming of any programmes for the development of entrepreneurship among women. A better understanding of conditions that prevent women from seeking self-growth and being self-reliant is an issue for all interested in the development of

women. The authorities cite economic compulsion, use of knowledge and skills, need for achievement, success of others and frustration in present job/occupation as the main motivating factors for women to plunge into entrepreneurial career.

(Entrepreneurial rewards)

Dr. B. Sudhakar Rao³⁵(1990) in an article ‘Group Approaches to women entrepreneurship development’ starts with an attempt to identify the qualities of entrepreneurship between sex groups. In our situation, the potential for women group entrepreneurship is strong. Group entrepreneurial approaches seem to be the best for rural women. What is more important is the ability and capacity to take and bear risk by the development organizations and financial agencies. The developmental programmes under poverty alleviation and employment creation need to concentrate on such an entrepreneurial package, the efforts need to be in some other direction for socially conscious and literature [higher level] women. Conclusion is that women’s organizations at local levels need to be strengthened to take up income generating activities.

(Finance)

The word entrepreneurial package is the right approach to design the financial scheme which is taken note in the preamble of the suggestions

G.S. Pranjyothi and T.M. Sujatha³⁶(1991) in an article ‘Entrepreneurship Development among Rural Women,’ talked about the various activities done by women and about various rural development programmes initiated by the government and many other agencies of Karnataka. In recent past, considerable success has been achieved in developing the human capital resource through one such organization is TECSOK, (Technical Consultancy Services Organization of Karnataka). It had organized stimulatory and supportive activities to bring women outside home and to motivate them to be entrepreneurs. The training course content was designed to cover the various activities connected to reeling aspect which is included different stages from the purchase of raw materials to the sale of finished silk at silk exchange. All the sessions were dealt with practically. During practical training, groups were formed with team leaders to see that all the participants get equal experience rotation wise. After training, a through and regular follow up extended by the TECSOK, helped in obtaining financial assistance for a few projects.

(Training)

The author has suggested the benefits of the group training which has given good results to TECSOK

Srivastava and Choudhary³⁷ (1991) in their work on ‘women entrepreneurs, problems, perspectives and Role Expectations from banks, found that no single factor but a host of motivating factors act simultaneously on the individual creating dissonance in her, which in turn motivates her to take an action directed towards elimination or reduction of dissonance in the individual. Women faced problems mainly in the areas of marketing of their products and approaching the banks for getting loan; personal problems, time constraint and family stress were also cited. The study concludes that joint family is not an obstacle for women entrepreneurs. In fact it is a facilitating factor. The entrepreneurial role enhances familial bonds and increased role satisfaction of women entrepreneurs as a wife, mother and maker of ‘home’.*(Barriers)*

Rathore and Chhabra³⁸ (1991) in their work on ‘promotion of women entrepreneurship-training strategies’ says that Indian women find it increasingly difficult to adjust themselves to the dual role that they have to play as traditional housewives and compete with men in the field of business and industry. Working women are often tossed between home and work and experience mental conflicts as they are not able to devote the necessary amount of time and energy to their home and children and find it mostly difficult and sometimes impossible to pursue a career.*(Barriers)*

Kirve and Kanitkar³⁹ (1993) in their work pertaining to rural women discuss the experience of a Pune based Non-Government Organization (NGO) – Jana Prabodhini (JP) in developing income *generating activities for rural women through skill training in technical and business areas. The study revealed that the awareness building, which was incorporated as a part of training input, proved extremely useful in building confidence in the trainees.* Subsequent interaction with trainees during evaluation showed a definite change in the mental makeup of most of the trainees.*(Awareness)*

Kaur and Prashar⁴⁰ (1993) in their work on entrepreneurship amongst rural women dwell upon the problems being faced by rural women entrepreneurs arising

from the conservative attitude of society, religious and social taboos, lack of confidence, male dominance, health problems, lack of proper infrastructural facilities, marketing problems, lack of adequate finance *and lack of awareness about government schemes/ incentives*. The bitter experience of certain rural women entrepreneurs also had a discouraging effect on budding rural women entrepreneurs. (Awareness)

The point of awareness is really very significant and therefore, it has helped in formulation of first hypothesis of the study. As the general observation is that many of them were not aware from the government promotion efforts but from some other sources and therefore the questionnaire contain the questions about the different sources of awareness.

Sethi⁴¹ (1994) in her study named 'Women Entrepreneurship in India', has found that economic compulsion, education, work experience and urbanization are the vital forces which have given an impetus to women entrepreneurship. The author says that non availability of credit is the most binding of all the regulatory, technical, marketing and other input constraints. She, further states that although obtaining finance for the initial startup venture is a common problem for both male and female entrepreneurs, these problems get exacerbated for women because of their gender as well as the prevalent socio cultural variables. *The author cites insufficient startup capital as the most common cause for early traumatic failure of new business enterprises*. The study reveals that the majority of women rely heavily on their own funds for initial venture startup. This dependence on their limited personal finance leaves these women under-capitalized and highly vulnerable to market fluctuations. She suggests that in order to enable the women to break away from traditional activities such as the making of garments and food products and to enter more lucrative non-conventional fields, which need a much higher level of investment, the help of academic institutions, governmental as well as non-governmental organizations need to be enlisted. (Finance)

The point made by the author about limiting factor of personal finance and under capitalization can be done away by providing right amount of funds at right time at different stages of development of the enterprise of the woman

Tusli⁴² (1995) in their study titled 'Enterprising Women, A Case Study' state that so far women who have entered the field of entrepreneurship have been choosing conventional fields such as dress making, embroidery knitting and pickle-making. But now with a shift change in trend, women are venturing into non-conventional fields including computers, electronics, industrial security and stock exchange. And in these non-conventional fields they are doing well and in some cases doing better than their male conventional fields) was undertaken by the researchers to identify the factors that motivated them to enter the field of entrepreneurship and helped them in sustaining and developing enterprises as well as tiding over the problems faced by them during the setting up and the development of their enterprises. Factors such as family background, family support and encouragement, independent decision-making, acquisition of relevant knowledge, skill and tricks of the trade, credibility in the chosen field, inter-personal skills, disciplined approach, customer satisfaction and self-confidence, helped these women in successfully launching and managing their business. Non-acceptance of a lady running a non-conventional business was cited as the main problem at the initial stages of business which these women entrepreneurs successfully overcame through persistent efforts, consistency and commitment.

(General)

Along with the success factors, the author has given non-traditional business where the need for emerging is necessary, which is covered in suggestion part of the thesis.

Tara S. Nair⁴³ (1996) in her work titled, 'Entrepreneurship Training for Women in the Indian Rural Sector, A Review of Approaches and Strategies,' found that initiatives in terms of increasing both intellectual and physical resources directed to the cause of research and action in the field women's development were largely policy induced and devoid of any clear focus or strategy. The author suggests that any intervention strategy with the professed objective of reaching out to women be it in the realm of creation of awareness, skill training or accessing financial resources has to recognize the strategic needs of rural women such as availability of drinking water in the vicinity, child care facilities, and easy access to health and education centers. The training programmes should take into account the opportunity structure existing in the society { cooperative (equal sharing of household work and development benefits by men and women) conflicts } and its effect on women's skill acquisition and specialization. It has been observed that the formal system, with its highly

standardized approach and bureaucratic machinery has not been able to appreciate the extra-economic dimensions of women's development. Another suggestion is to follow the group approach both for income generation and awareness creation. The author advocates for the integration of gender as a critical parameter in the policies and programmes devised in the government as well as non-government sectors.

(Holistic)

Tara Nair has taken account of other external environmental factors & basic necessities like drinking water, family sharing culture & their effects on the skill acquisition of women entrepreneurs.

Chaudhary⁴⁴ (1997) in the study, 'Banks and Women's Enterprise Development; A Comparison of Approaches in India and the UK' states that in both the countries commercial banks are the major sources of finance for small firms. The share of women entrepreneurs in small business in the UK is 30 per cent and it will continue to grow due to some external factors such as improvement in technology, novel means of communication, improvement in child care and greater security in partner's employment prospects, etc. However, in India the share of women entrepreneurs is not at all significant despite the introduction of various women specific schemes and incentives. The authors have found that in both the countries women entrepreneurs are not discriminated against by banks and the main problem faced by them is the burden of family responsibilities. The authors recommended that keeping in view the socio cultural set-up of India, more motivational training should be organized at various levels of – schools, colleges, industrial associations and entrepreneurship development institutes. *Reserve bank of India (banking division) and Ministry of Industry should keep constant watch over the implementation of the existing specific assistance schemes and incentives for women entrepreneurs.*

(Training & Suggestions)

The paper advocates on monitoring of the scheme on continuous basis which is included in the part of the suggestions

Singla and Syal⁴⁵ (1997) have classified the problems being faced by women entrepreneurs at different stages of their entrepreneurial career into three major categories, i.e. Problems related to project formulation, project implementation and project operation. In the light of the problems and issues related to women in business,

the authors strongly advocate Group Women Entrepreneurship (GWE) as one of the viable alternatives in the Indian context. GWE approach can strengthen the women entrepreneur by reinvigorating activities/ skills or traditional crafts, with which they are acquainted if the danger of their being exploited by vested interests, could be guarded against. The supporting agency should also undertake group orientation training modules for the members of GWE in their respective skill development and management of the enterprise. The authors opine that GWE approach should be made an integral part of the National Women's Welfare Programmes.

(General)

Khan ⁴⁶ (1997) in his work on 'Women Entrepreneurship' advocates that self-exploration needs to be introduced in the first phase of the training course to help potential women entrepreneurs imbibe entrepreneurial identity. 'Social responsibility' is another important area which should form an integral part of any training module on entrepreneurship capacity building (motivation and leadership development), access to saving/ credit, scale realistic, organizational backing, culturally and socially acceptable. Men were identified by the author as the key areas for intervention for sustaining women as entrepreneurs.

(Training)

Khan stresses on training contents which would develop building of motivation and leadership abilities

KrantiRana⁴⁷ (1998) strongly recommends a *centralized and properly coordinated institutionalized arrangement* for extending technological backing and for the commercialization of the benefits of the Research and Development for the improvement of women entrepreneurs. The awareness and the use of consultancy services available in the country for their benefits appear to be negligible. It is high time that concerted efforts were made to disseminate the information about the modern technologies and consultancy facilities available for women entrepreneurs.

(General)

Kranti Rana's recommendations are not only applicable to technology and R& D but are equally applicable to Finance also and accordingly the suggestions have been made.

Mallika Das ⁴⁸ (1999) made an exploratory study of women entrepreneurs in Tamilnadu and Kerala. The study examined the problems faced by women in initiating, running and succeeding in business and differences between the experiences of women in the developing and the developed worlds. The study also underscored the *difficulties faced by women in getting funds for setting up business and meeting the working capital requirements*. The women in the study differ from their western counterparts in family background, marital status; incubator organizations issues and environmental factors (support services).

(Finance)

R. Ganesan, Dilbagh Kaur and R.C. Maheshwari⁴⁹ (2002) in their article “Women Entrepreneurs; Problems and Prospects” says that entrepreneurship as a strategy to promote enterprise can be successful only if the same is duly imparted and conscientiously induced. The article establishes the key role entrepreneurial training can play in making the ventures initiated by these self-motivated women self-sustaining. The article deals with the problems which the self-motivated women entrepreneurs confront and then highlights the prospects and the future challenges, identifies the factors which are influencing women to become entrepreneurs, and the constraints that a woman or her enterprise would normally face in the course of her conducting business and the gendered root of such problems. The suggestion is that these problems could be overcome by making investment in building network and alliances. The study highlights the fact that entrepreneurial training helps women entrepreneurs to become successful. Highlights the prospects and the future challenges, identifies the factors which are influencing women to become entrepreneurs on their own.

(Training)

S. K. Dhameja⁵⁰ (2004) in his study tries to find out the entrepreneurial performance and problems of women in business in north-western India. 175 women entrepreneurs who had established their enterprises during the time frame of 1982 to 1996 and were employing 5 or more in their respective enterprises were interviewed personally. It has been observed that women have a natural tendency to opt for wage employment, probably either under family pressure or in the better interest of their family commitments. This tendency has seen more pronounced among the highly educated

and technically/ professionally qualified women. There is a need to reorient the women towards opting for entrepreneurship as an alternative and better career option so that the entrepreneurial and managerial capabilities of women can be fully exploited. The life for of a women entrepreneur, having a small scale industry, is not a bed of roses. The individual woman entrepreneur is single-handedly thrown before a plethora of formidable problems In the case of women entrepreneurs the problems get compounded because certain problems have gender dimensions attached to them. The fulfillment of domestic commitments and child care role are the two issues where women have to play a vital role. What is more, the prejudicial treatment meted out to women a separate entity makes the life of a women entrepreneur all the more difficult. The only consideration is that the initial pains and hard work gave into an entrepreneurial venture get compensated multi-fold upon the successful running of the enterprise. The study has spotted some of the peculiar problems of women entrepreneurs, which need to be addressed by the responsible agencies in the right earnest. Some of the sample respondents are of the opinion that training centres should provide training to prospective women entrepreneurs, free of cost and Entrepreneurship *Development programmes (EDPs) should be more practice-oriented.* Inculcation of self-confidence amongst women that they can also run a business should be one of the prime objectives of these programmes.(Training/Problems).

Kiranjot Sidhu and Sukjeet Kaur⁵¹ (2006) in their study as the subject projects the crucial role entrepreneurial training can play in making the ventures initiated by these self-motivated women self-sustaining. The study identifies the concern areas of these women who are in business and proposes what kind of entrepreneurial training will be ideal. Entrepreneurship is recommended as the only solution to the growing unemployment among the rural youth. This is more beneficial for women in rural areas as it will enable them to add to the family income while sparing them time to attend to their farm, home and livestock centered tasks. Rural Women possess abundant resources to take up an enterprise. She has the benefit of easy availability of farm and livestock based raw material. Hence she can effectively undertake both production and processing oriented enterprises. What they need is awareness, motivation, technical skill and support from family government and other agencies. With the proper backing of these factors they can strengthen their capacities thereby

making substantial contributions to the family income and national productivity.

(Training)

Tapti Dasguptha, Alanu and Chattopadhyay⁵² (2006) in their treatise unfold the tale of struggle and strife experienced by the tribal women in the rural areas of south west Mina pore, West Bengal and give a realistic tone to the role of women entrepreneurs in a stringent manner. The main problems of rural entrepreneurship in India are sensitization of women and enlistment of women according to a discriminating work pattern. Lack of adequate training, non-availability of finance and marketing facilities discourages women to take up the profession. Social attitudes decide that certain crafts or small industries are suitable for women i.e. sewing, kitting, teaching, basket making, weaving, etc. But repairs and maintenance of these machines are never taught to them. By and large, women do not possess any property in their name and they cannot avail of the benefits of mortgage to get finance for starting some business. They can be really empowered if they are entrusted with some real responsibilities and are given opportunities to solve their own problems. *(Problems)*

Madhu Rathore and Dr. Suman Singh⁵³ (2008) have tried to analyze the concept of women entrepreneurship. They observed the various strategies, the requirements of women entrepreneurs, remedies to solve their problems, training need for empowering women entrepreneurs, various stages in the process of entrepreneurship etc. About 66 per cent of the female population in the rural sector is idle and their potentialities go unutilized. This is mainly due to the hostile role played by the exiting social customs. The young girls and women are not allowed to work independently. Now the scenario is changing fast with modernization, urbanization, and development of education and new awareness. Today, no field is unapproachable to well trained and qualified Indian women. The women force will get another dimension, if the entrepreneurial skill is developed with a view to achieve human resource development and strengthen the nation's economic development. Entrepreneurship of women will, not only enable them to get better jobs and economically self-sufficient or independent, but the society also will greatly benefit there from. Their education must be practical and well-suited to their needs, especially in relation to health, nutrition and legal rights. With the increasing realization that the entrepreneurs are important, many state level and National level organizations and institutions are promoting entrepreneurship by conducting training programmes aimed

at their specific requirements. In the present global competitive business and industrial situation the women entrepreneurs can play a greater role and emerge themselves, in yet another new dimension of the entire universe. (*General*)

The paper speaks about the scope of women entrepreneurs for playing their role in global competitive environment.

Shoba Rani and Koteswara Rao's⁵⁴ (2008), article, 'Perspectives of Women Entrepreneurship', consists of two parts; (i) Initiatives taken by the Governments at national and state levels, and the role of women-specific associations in a selected number of states, and (ii) An analysis of three main aspects of women entrepreneurship based on the findings of five empirical studies carried out in Andhra Pradesh, Haryana, Maharashtra and North Western India. The prospects covered are (i) Socio-demographic attributes of women entrepreneurs (ii) factors creating the motivation in women to become entrepreneurs, and (iii) selection of enterprises in industry, service and business. A review of the findings of the studies provides some practical suggestions for accelerating the pace of promoting women entrepreneurship in the country and highlighted the prerequisites, and the steps needed to be taken to groom younger aspiring women into entrepreneurs. In terms of motivation, the main inducements for getting self-employed are to establish oneself in family and society, and to achieve a definite goal set by her. This is particularly true with middle income and well educated women. Supplementing the family income and acquiring a reserve to meet eventualities are the main motivations with the aged and the low-income category women. Discouraging factors need to be overcome with the co-operation of the family members and by institutional support. In the selection of the product line/service activity, multiple factors play a vital role. Here again, it is necessary to make sure that the background of the person in terms of education, experience, and interests should get due weightage. (*General Awareness*)

N. Rajani⁵⁵ (2008) in her article, "Management Training Needs of Women Entrepreneurs", an attempt has been made to examine the quality of micro enterprise management by women in the socio-cultural milieu and to project the management training needs of women entrepreneurs. Entrepreneurial talents and capabilities are latent in all communities but their translation to innovative action depends on appropriate stimuli and environment and these stimuli can be generated through proper training. Training women for entrepreneurial and managerial capabilities should be

conceived as one of the most important factors for accelerating growth. Efforts are being made along these lines; however, they are effective to bring about changes quantitatively not qualitatively. Hence appropriate training and interventions are needed to bring about qualitative changes in the situation. It is a welcome sign that realizing the need for training, government agencies have started introducing several programmes. (*Training*)

The paper speaks about the qualitative part of training and expectation from training as the outcome-as enhancement in managerial capabilities. The scope of work is finance, the financial management skills and capabilities concerns.

Ms. Sujata Kumara & Dr. Vandana Kaushik⁵⁶ (2008) made a laudable effort to study the problems of rural women entrepreneurship. It was conducted in the rural areas of Rajasthan with 60 rural women; half were engaged in some part of entrepreneurial activity. Information on the entrepreneurial hindrances and the risks in the development of entrepreneurship among women was gathered and analyzed. The study points out that the Government has an important catalytic role in helping rural population mobilize their own entrepreneurship. The most important duty is to provide a congenial environment for the woman's organizations to grow and to perform their functions fully and effectively. Often they are unable to function attentively for lack of professionalism, technical competence and entrepreneurial skills. The results of the study highlight the presence of a number of risk factors viz. financial crises, accidents, draught, natural calamities and civil disturbance and losses during storage of products. Further the motivators identified in the study are classified into two categories-external and internal factors. The external environment due motivators are lack of participation, group competitiveness and mutual trust. The internal environment due motivators are the problems lie in the collection and the selection of raw materials. Owing to all these difficulties the rural women entrepreneurship is unable to contribute much to the economic welfare of women. Supplying raw materials and other resources, required machinery and equipment, arrangement of credit facilities, training and research as well as marketing assistance can enhance their competitive strength. The survey brings out the need to create awareness among women entrepreneurs for following positive and creative approach towards the employees as a crucial human resource. Under EDPs, women entrepreneur are found to gain momentum all over the state and the country. (*Awareness & Training*)

Mir M. Amin⁵⁷ in his article on the subject says that entrepreneurship development among women could prove quite effective in achieving economic empowerment. It discusses in detail the issue of the participation of women in SMEs. The participation of women can be identified in three different roles. Some women are the owners of enterprises. Some work as managers; and some are employees. The industry in which women play a major role are divided into three categories- Agriculture and allied industries, Home based industries and out-home industries. A list of the institutes which assist in the promotion of the entrepreneurship development among women is also given. The study highlights the shift in perception noticed in the various Five Year Plans on women and the problems faced by women entrepreneurs. Much needs to be done on the road to equity and justice to women. It will be a serious mistake to underestimate the vital role women play in in the economic development of the country. It is the duty of the society to create an environment in which women will come forward and give full expression to their entrepreneurial talents. Ultimately women entrepreneurship must be recognized for what it is. It can contribute immensely to our country's prosperity. Individually, business ownership provides women with independence that they crave for and with economic and social satisfaction. (*Social status*)

Dr. S. Mathivarannan and Dr. S. Selvakumar⁵⁸ (2009), in their treatise, 'The Management of Small Scale Industries by Women Entrepreneurs – A Study with Reference to Virudhunagar District.' Economically women have made some progress, but men still enjoyed a larger share of the cake. In India, although women constitute approximately 50 per cent of the population, entrepreneurial world is still a male dominated one. Women entering the field of business have to confront numerous barriers, often formidable obstacles. In the study primary data were collected by conducting a survey among 200 sample women entrepreneurs. The eagerness of women from backward communities to come up in life by starting their own enterprises was evident. A woman tries to supplement the family income to maintain a reasonable standard of living. The article concludes that since most of the small scale units in India are unregistered, steps should be taken by the Government of India to make registration compulsory for all small scale industries at respective district industries centre. Awareness should be created through advertisements to become member of trade associations to avail of the benefits of membership. Society should

give up its negative attitude towards women entrepreneurs. The Government and other promotional agencies should take genuine interest in marketing the products produced by women. Women entrepreneurs should be encouraged to register their enterprises as joint stock companies rather than as individual or partnership concerns so as to enable them to avail of special advantages of large scale operation. (*General*)

The paper suggest about registration in DICs and also as Joint Stock Companies. But the formation expenses of joint stock companies are high, to the tune of Rs. 25000/- onwards which cannot be borne initially by the budding women entrepreneurs and hence not feasible,

2.7 Barriers to Women Entrepreneurship in India:

The following literature has some references to the constraints or barriers to the problems of women entrepreneurs. A gist kind of summary is necessary for the context of the study.

The author has captured the barriers of women entrepreneur very effectively.

Mrs. Yogita Sharma, Women Entrepreneur in India, IOSR Journal of Business and Management (IOSR-JBM) Volume 15, Issue 3 (Nov. - Dec. 2013),

The gist of barriers presented is as under which very relevant and comprehensive;

1 Family ties: Women in India are very emotionally attached to their families. They are supposed to attend to all the domestic work, to look after the children and other members of the family. They are over burden with family responsibilities like extra attention to husband, children and in laws which take away a lots of their time and energy. In such situation, it will be very difficult to concentrate and run the enterprise successfully.

2 Male dominated societies: Even though our constitution speaks of equality between sexes, male chauvinism is still the order of the day. Women are not treated equal to men. Their entry to business requires the approval of the head of the family. Entrepreneurship has traditionally been seen as a male preserve. All these put a break in the growth of women entrepreneurs.

3 Lack of education: Women in India are lagging far behind in the field of education. Most of the women (around sixty per cent of total women) are illiterate. Those who are educated are provided either less or inadequate education than their male counterpart partly due to early marriage, partly due to son's higher education and partly due to poverty. Due to lack of proper education, women entrepreneurs remain in dark about the development of new technology, new methods of production, marketing and other governmental support which will encourage them to flourish.

4 Social barriers: The traditions and customs prevailed in Indian societies towards women sometimes stand as an obstacle before them to grow and prosper. Castes and religions dominate with one another and hinder women entrepreneurs too. In rural areas, they face more social barriers. They are always seen with suspicious eyes.

5 Shortage of raw materials: Neither the scarcity of raw materials, sometimes nor, availability of proper and adequate raw materials sounds the death-knell of the enterprises run by women entrepreneurs. Women entrepreneurs really face a tough task in getting the required raw material and other necessary inputs for the enterprises when the prices are very high.

6 Problem of finance: Women entrepreneurs suffer a lot in raising and meeting the financial needs of the business, Bankers, creditors and financial institutes are not coming forward to provide financial assistance to women borrowers on the ground of their less credit worthiness and more chances of business failure. They also face financial problem due to blockage of funds in raw materials, work-in-progress finished goods and non-receipt of payment from customers in time.

7 Tough competitions: Usually women entrepreneurs employ low technology in the process of production. In a market where the competition is too high, they have to fight hard to survive in the market against the organized sector and their male counterpart who have vast experience and capacity to adopt advanced technology in managing enterprises

8 High cost of production

Several factors including inefficient management contribute to the high cost of production which stands as a stumbling block before women entrepreneurs. Women entrepreneurs face technology obsolescence due to non- adoption or slow adoption to changing technology which is a major factor of high cost of production.

9 Low risk-bearing capacity:

Women in India are by nature weak, shy and mild. They cannot bear the amount risk which is essential forerunning an enterprise. Lack of education, training and financial support from outsiders also reduce their ability to bear the risk involved in an enterprises.

10. Limited Mobility:

Women mobility in India is highly limited and has become a problem due to traditional values and inability to drive vehicles. Moving alone and asking for a room to stay out in the night for business purposes are still looked upon with suspicious eyes. Sometimes, younger women feel uncomfortable in dealing with men who show extra interest in them than work related aspects.

11 Lack of entrepreneurial aptitude:

Lack of entrepreneurial aptitude is a matter of concern for women entrepreneurs. They have no entrepreneurial bent of mind. Even after attending various training programmes on entrepreneur ship women entrepreneurs fail to tide over the risks and troubles that may come up in an organizational working.

12 Limited managerial ability:

Management has become a specialized job which only efficient managers perform. Women entrepreneurs are not efficient in managerial functions like planning, organizing, controlling, coordinating, staffing, directing, motivating etc. of an enterprise due to lack of training. Therefore, less and limited managerial ability of women has become a problem for them to run the enterprise successfully.

13 Legal formalities:

Fulfilling the legal formalities required for running an enterprise becomes an upheaval task on the part of a women entrepreneur because of the prevalence of corrupt practices in government offices and procedural delays for various licenses, electricity, and water and shed allotments. In such situations women entrepreneurs find it hard to concentrate on the smooth working of the enterprise.

14 Exploitation by middle men:

Since women cannot run around for marketing, distribution and money collection, they have to depend on middle men for the above activities. Middle men tend to exploit them in the guise of helping. They add their own profit margin which results in less sales and lesser profit.

15 Lack of self-confidence:

Women entrepreneurs because of their inherent nature, lack of self-confidence which is essentially a motivating factor in running an enterprise successfully. They have to strive hard to strike a balance between managing family and managing an enterprise. Sometimes she has to sacrifice her entrepreneurial urge in order to strike balance between the two.

Holistic Approach:

The entrepreneurial funding package needs to be holistic in nature; the following authors have given the same emphasis in their writing

Sujata Mukherjee⁵⁹ (2006) in her study of 125 women entrepreneurs in the areas of service, trading, and manufacturing in Greater Mumbai and Pune districts of Maharashtra, examined factors influencing the motivation of women entrepreneurs. The entrepreneurs selected were of the low income strata. The study revealed that the respondents were motivated to entrepreneurship, primarily by the call of socio-economic needs. Satisfying the psychological needs of becoming economically independent and fostering self-confidence and the ability to take risks were found to be powerful motivating factors for venturing into entrepreneurship. Desire to establish a separate identity was another inducement brought out in this study. The study revealed that the decision to start a business could be solely explained by the entrepreneurial psychological factors alone. It shall be viewed as the product of interaction with certain triggering events. The study advocates a holistic multi-pronged and multi-agency strategy to sustain and motivate women entrepreneurs. (*Holistic Approach*)

Kaplan⁶⁰ (1988) in her work relating to women entrepreneurs observes that although their orientations and skills may vary, the vast number of respondents are more concerned with creating employment for themselves rather than developing into

entrepreneurs as defined by Drucker, Kanter and others. Like men; women have multiple reasons for starting a business. Non-economic (e.g. autonomy, challenge) reasons are often as important as economic ones. Yet non-work (family) factors influence women more than men. Younger women are better educated, have better business skills and are more likely to plan and set goals; the impact of these factors on business sales, growth and profitability more difficult to identify.

From the above, the researcher is convinced about the constraints and other related issues which are comprehensively given by the above literature to take holistic approach for the evaluation of the schemes and not sticking to a particular individual scheme,

Thus the reflections of the approach are seen throughout all next chapters.

Chapter III is exclusively devoted to focus on nature and other related features of financial schemes of different government agencies in India for the promotion of women entrepreneurship.

2.8 REFERENCES

1. Schwartz, E. (1976), "Entrepreneurship, A new female frontier", *Journal of contemporary business*, 5(1), 47-76.
2. Hisrich R.D. and Brush C.G. (1984), "The women entrepreneur; management, skills and business problems."
3. A.M. Morrison, White R.P. & Van Velsor E.,(1987), "Breaking the Glass Ceiling, Can Women Reach Top of America's Largest Corporations", M.A. Addison, Wesley Publishers, Inc
4. Holmquist, Carin and Sundin, Elisaabeth (1988.); "Women as Entrepreneurs In Sweden; Conclusions From a Survey", *Frontiers of Entrepreneurship Research*, Massachusetts, USA,
5. Kalpan, Eileen; "Women Entrepreneur, Constructing a Frame Work To Examine Venture Success and Failure," *Frontiers of Entrepreneurship Research*, Massachusetts, USA, 1988.
6. R.D. Hisrich and Brush C.G. , (1984). "The women Entrepreneur, Management and Business Problems," *Journal of Small business management*, 22nd January, pp30-37
7. Nelson, Blossom O' Meally (1991)., "Small Business Opportunities for Women in Jamaica", *SEDME*, Vol. 18, no.1
8. M.Tovo, (1991). "Micro Enterprise among Village Women In Tanzania", *Small Enterprise Development*, vol. 2, No.1, pp 20-31,
9. Olson, Shirley F. and Currie, Heten, M (1992); "Female Entrepreneur, Personal Value Systems and Business Strategies in A Male Dominated Industry," *Journal of Small Business Management*, January,.
10. Hisrich, Robert, D. and Fuldop, , (1993) "Women Entrepreneurs in Controlled Economies," *A Hungarian Perspective*, *Frontiers of Entrepreneurship Research*, Massachusetts, USA.
11. Holliday R. and Letherby, G. (1993), "Happy families or poor relations? and exploration of familial analogies in the small firm" *International small business journal*, 11 (2), 54-63.
12. Zapaska, Alina, M (1997). "A Profile of Women Entrepreneurs and Enterprises in Poland," *Journal of Small Business Management*, vol. 35, No.4, October,

13. Mayour, Linda;(1998) “Women’s Empowerment and Micro Finance Programme; Approaches, Evidence and Ways Forward”, Discussion Paper, Open University, Milton Keynes, U.K.
14. Leon. v. Chico, (2000), “Techno net Asia, in Quo Vadis Entrepreneurs,” Presented at International Workshop on Women Entrepreneurs-Manila, Philippines, August 15-18.
15. Gundry, L.K. and Welsch, H.P. (2001), “The ambitious entrepreneur; High growth strategies of women – owned enterprises,” Journal o business venturing, 16 (5), 453-470.
16. Du Reitz, A. and Henrekson, M (2000), “Testing the female underperformance hypotheses,” small business economics, 14, 1-10.
17. Izyumou, Alexi and Razumnova, Irina, (2000) “Women Entrepreneurs in Russia; Learning to survive the market,” Journal of Developmental Entrepreneurship, Vol.5, No.1, April 2000, pp.1-19.
18. Lois Stevenson and Annette St-Onge (2005), ‘Support for growth oriented women entrepreneurs in Tanzania’, International Labour Organization Publications.
19. ShaliniSinha (2005), ‘Developing Women Entrepreneurs in South Asia, Issues, Initiatives and Experiences,’ Trade and investment division. UNESCAP 2005.
20. M. Botha, G.H. Nieman and J.J.VanVuuren (2006.), “Evaluating the Women Entrepreneurship Training Programme; A South African Study”, International Indigenous Journal of Entrepreneurship, Advancement, Strategy and Education,
21. Muhammad AzamRoomi and Guy (2008) Parrot, “Barriers to Development and Progression of Women Entrepreneurs in Pakistan”, The Journal of Entrepreneurship, 2008, p.59-72.
22. Lucy Seendi and Alistair, (2009) R. Anderson, ‘Tanzanian Micro Enterprises and Micro Finance; the role and impact for poor rural women,’ Journal of Entrepreneurship, Vol. 18, No.1, Jan-June, 2009.
23. TulusTumbunan, (2009), ‘Women Entrepreneurship in Asian Developing Countries, Their Development and Main Constraints,’ Journal of Development and Agricultural Economies, Vol. 1(2), pp.27-40, May 2009.

24. Imed Drine and MounaGrach (2010), 'Supporting Women Entrepreneurs in Tunisia,' United Nations University, UNU-WIDER, Working paper No.2010/100.
25. Blossom Christina Roque and V. Ramanujam, (2011) "Omani Women Entrepreneurship and SME's in Oman Challenges and Opportunities", Eight AIMS International Conference on Management, January 2011.
26. Surti. K. and Sarupriya, (1983) "Psychological Factors Affecting Women Entrepreneurs," Some Findings, Indian Journal of Social Work, 44 (3), pp-287-295; 1983.
27. Singh, N.P. and Guptha, Rita Sen; (1984) "Potential Women Entrepreneurs, Their Profile, Vision and Motivation," Research Report, Serial 1, National Institute of Entrepreneurship and Small Business Development, New Delhi, Management Development Institute, Gurgaon Collaborative Study, 1984.
28. Rani, C (1986),, "Potential Women Entrepreneurs-A Study," SEDME, 13(3), 1986
29. Patel, V.G., (1986) "Women Entrepreneurship Development," Keynote Address At The Fifth National Convection of Women Entrepreneurs, Under The Aegis of women's wing of NAYE, Gujarat Chapter, Ahmadabad, February 6-8, 1986.
30. N.P. Singh, Sehgal, P. Tinani, M. and Senguptha, R.,(1986) "Successful women entrepreneurs, their identity, Exception and Problems, An Exploratory Research Study," Research Report Serila it, New Delhi, MDI Collaboration, 1986.
31. Vinze, Medha Dubashi (1987); "Women Entrepreneurs in India; A Socio economic Study of Delhi," 1975-1985, Mittal Publications, Delhi, 1987.
32. Cronie S. (1987) "Motivations of Aspiring Male and Female Entrepreneurs," Journal of Occupational Behaviour, Vo. 8.
33. A.G. Prasad and T. VenkatewaraRao (1988) "Socio-economic Background of Women Entrepreneurship- A Case study of Andhra Pradesh," Yojana 6(2), 26-28.
34. Azad, Gulab Singh, "Development of Entrepreneurship among Indian Women," SEDME, vol. xvi.no.3, 1989.
35. SudhakarRao, B., "Group Approaches to Women Entrepreneurship Development," Kurukshetra, December 1990, P 37-41.

36. Pranajyothi, G.S. and Sujatha T.M.,(1991) "Women Entrepreneurs; Problems, Perspectives and Role Expectations from Banks," Kurukshetra, 1991.
37. Srivastava, R.M. Chaudhari (1991) "Emerging profile of small women Entrepreneurs-cum-managers of change in India; a case study."
38. Rathore, B.S. and Chhabra, Rama; (1991) "Promotion of Women Entrepreneurship-Training Strategies," SEDME Vol. 18, No.1, March 1991.
39. Kirve, Harish and Kanitkar, Ajit (1993); "Entrepreneurship at The Grass Roots, Developing the Income generating capabilities of Rural Women," The Journal of Entrepreneurship, vol.2, No.2 (1993).
40. Kaur, Darshinder and Prashar, Yogita (1993); "Rural Women Entrepreneurship, Proceedings of National Seminar on Entrepreneurship and Entrepreneurship," 25-26, November, 1993, TTTI, Chandigarh.
41. Sethi (1994), "Women Entrepreneurship in India," Kurukshetra, 17 (4), 22-2.
42. Tulsi, P.K. Dutt, Sunil; Menon, P.N. and Salini, J.S.(1995) , "Enterprising Women; A Case Study proceedings National Seminar on Industry," Institute Partnership and Small Business Development, 6-7, September 1995.
43. Tara, S. Nair, (1996) 'Entrepreneurship Training for Women in The Indian Rural Sector; A Review of Approaches and Strategies,' Journal of Entrepreneurship, vol.5, p.65-94.
44. Chaudhary, P. K. Bhaji, S. and Asokan, M; (1997) "Banks and Women's Enterprise Development; A Comparison of Approaches in India and U.K.," SEDME, 1997.
45. Singla, P.K. and PoonamSyal, (1998) "Group Entrepreneurship For Women," Entrepreneurship and Small Business (Salini. J. S. and Dhemeja, S.K. Eds), Rawat Publications, Jaipur, 1998.
46. Khan, Aqueed; (1998) Women Entrepreneurship, 'Entrepreneurship and Small Business,' (Salini, J.S., Dhameja, S.K.) Rawat Publications, Jaipur, 1998.
47. Kranti Rana (1998) "Modern Working Women and The Development Debate Investigating in Women's work and Development," Kanishka Publishers, New Delhi, 25-28.
48. Mallika Das,(1999) 'Women Entrepreneurs from Southern India; an Explorative Study,'

49. R. Ganeshan, DilbaghKaur and R. C.Maheshwari, (2002) “Women Entrepreneurs; Problems and Prospects,” The Journal of Entrepreneurship, 2002.
50. S.K. Dhameja, (2004) ‘Women Entrepreneurs, Opportunities, Performance, Problems,’ Deep and Depp Publications, New Delhi, 2004.
51. KiranjotSidhu and SukjeetKaur, (2006) “Development of Entrepreneurship among Rural Women,” Vol. 13, No.2, Sept. 2006.
52. Tapti Das Gupta, Alanu, K. Roy and R.N. Chattopadhyay, (2006) ‘Gender Entrepreneurship in a Rural Scenario; A Case Study of South West Midnapore, West Bengal,’ Journal of Social Science, Vol. 12, No.2, March, 2006.
53. MadhuRathore and Suman Singh, (2008) “Women Enterprise; A Step towards Success”, Kurukshetra, January 2008.
54. Shoba Rani and KoteswaraRao (2008), “Perspectives of Women Entrepreneurship,” Social welfare, July-August.
55. N. Rajani ‘Management Training needs of Women Entrepreneurs,’(2008), Anthropologist 2008.
56. Sujata Kumari and Vandana Kaushik, (2008) ‘Risks and Hindrances in Growth of Women Entrepreneurship in rural Area,’(2008) Kurukshetra, January, 2008.
57. Mir. M. Amin (2008), ‘Women Entrepreneurship,’ Kurukshetra, September, 2008.
58. Dr. S. Mathivannan and Dr. S. Selvakumar, (2009)“Management of Small Scale industries by Women Entrepreneurs – A Study with Reference to Virudhunagar District,” Prabandhan, Indian Journal of Management March-April, 2009.
59. Sujata Mukharjee (2006), “What motivates women entrepreneurs-Factors influencing their motivation,” The ICFAI Journal of Entrepreneur.
60. Kalpan, Eileen; (1988) “Women Entrepreneur, Constructing a Frame Work To Examine Venture Success and Failure,” Frontiers of Entrepreneurship Research, Massachusetts, USA, 1988.

CHAPTER III - FINANCIAL SCHEMES FOR WOMEN ENTREPRENEURS

There are various schemes available to women entrepreneurs in India. Although they differ in nature they have three dimensions as their objectives;

The paradigms of these schemes are:

1. Entrepreneurial Potential Realization Paradigm
2. Entrepreneurial Capability and Skill development by training
3. Poverty alleviation paradigm
4. Financial Self Sustainability Paradigm
5. Feminist Empowerment Paradigm

The discussion in this chapter is related to the issues related to the financial schemes.

In the May 2013, ESCAPE (Economic and Social Commission for Asia and Pacific) publication of Development Reports which is very comprehensive and runs into more than 60 pages, Hina Shah has specifically commented on page no 27 regarding the schemes as under in her developmental paper titled “CREATING AND ENABLING ENVIRONMENT FOR WOMEN’S ENTREPRENEURSHIP IN INDIA”

“Access to Finance

Banks and financial institutions offer excellent financial schemes for women entrepreneurs but there is a *lack of wider awareness* among women about such schemes. A re-evaluation of the way women business clients are treated might alleviate many genders -related problems experienced by women.

- There is a dire need to have large number of *awareness workshops/camps* in different centres.

-To introduce financial schemes available to women and to formulate a strategy to avoid discrimination, especially in small centers.

- Banks should have collateral-free lending, set quotas to women entrepreneurs for lending, as well as guarantee scheme for zero-collateral lending. Safe lending should be replaced by priority lending for women. Consortia (group) lending for women should be made available.

- Banks should keep regular monitoring of women entrepreneurs' loans and helping women entrepreneurs to develop project. Banks having considerable lending to women should be offered incentives.

- *Every girl should have a bank account*; it should be made mandatory because it will make them eligible for bank loans in the future. Women business loans should have lower interest rates. International capital should be made available, and regulations need to be simplified”.

Hina Shah's point of view is well considered in the formation of hypotheses.

3.1 Financial Support in South Korea, Pakistan and Bangladesh

Seoul Solution (2014) *Youth's Business 1000, Seoul Solution*. Available from: <https://seoulsolution.kr/content/youth>

Korean government has introduced various initiatives to promote youth entrepreneurship.

Support by the Government to youth entrepreneurship

The South Korean government has implemented a variety of programmes targeting at the youth population. These programmes offer different forms of direct support, covering financial assistance, entrepreneurship and leadership training, mentoring, internship opportunities, etc. Some programmes are organized nationally and some at the local level. At the national level, one of the major initiatives is the "Young Entrepreneurs Start-up Academy" programme. At the local level, the "Youth Business 1000" programme in Seoul.

Follow-up support

It is a common phenomenon that most entrepreneurs are able to manage their own business quite well at the early stage but begin to show slow pace in moving on. In this regard, the South Korean government has made available follow-up support, **for instance, providing entrepreneurs with access to loans** and marketing opportunities to further open up the market. Under the "Youth Business 1000" programme, there are online and offline stores, known as "Dreaming Youth Shop" for promoting the products of the youth enterprises. For those who cannot afford an office but

demonstrate high-growth potential, the government offers them facilities at a youth business centre to continue their business.

International Journal of Scientific & Engineering Research, Volume 5, Issue 10, October-2014 1442 ISSN 2229-5518 The Role of Public Sector in Promoting Entrepreneurship: An Analytical Review of Pakistan's Economy, by SyedaHoor-UL-Ain, Dr. Syed Shabib Ul Hasan, Shakeel Sajjad

In Pakistan the Role of Entrepreneurship Development Centers is very important. Many development institutions and business incubation centers are experimenting to promote entrepreneurship as a way to help individuals across the country. The World Bank and the United States Agency for Development (USAID) have created their own Small and Medium Enterprise divisions to provide funding and entrepreneurial training to the country's youth who needs assistance in establishing their businesses. Although, a few dedicated public-private partnership based not-for-profit institutions, career and entrepreneurship development centers such as the National Entrepreneurship Working Group (NEW-G), The Indus Entrepreneurs (TiE), Institute for Advancing Careers and Talents (IACT) etc., are functioning for *providing financial and educational assistance* to the young entrepreneurs but these institutions cater the developmental needs at local and regional level only. However, Small and Medium Enterprises Development Authority is governmental machinery that supports entrepreneurship ecosystem at a national level. SMEDA has been tasked with an advisory role in the implementation of *PM's youth business loan scheme across the country*. Its role is shaped and influenced by the country's underlying economic, educational and socio-cultural conditions

BANGLADESH-

Web Editor in Development Updates 11 July 2014, Centre For Research & Information, Bangladesh

Bangladesh Bank has recently announced the introduction of a refinance scheme worth Tk 1 billion to boost the entrepreneur development project initiated by Dhaka Chamber of Commerce and Industry. Under the entrepreneur development project, the DCCI has already started to create 2,000 new entrepreneurs to strengthen the country's small and medium enterprises sector. The new entrepreneurs will be able to get loans

with a lower rate of interest from the refinance fund to launch their new business ventures.

SME Foundation organizes training program in public-private partnership mode to enhance the skill of SME entrepreneurs as well as to create new entrepreneurs. The foundation also has taken 'credit wholesaling program' as pilot scheme with its own fund. SME Foundation helps the SME entrepreneurs by providing *collateral free loan at 9% interest rate* to the technology based potential SME manufacturing industries along with agro-based industries.

To encourage women entrepreneurs to enter into the business arena SMEF has been giving *National SME Women Entrepreneurship Award* for the last several years. Opening of women entrepreneurs dedicated desk/ SME help desk in each Bank and NBFIs is a remarkable step by the authority to prioritize women entrepreneurship. *Allocation of 15% refinance fund for women entrepreneurs, facilitate loan up to BDT 2.5 million to women entrepreneurs against personal guarantee and without collateral are some other exemplary strides made the Government to promote women entrepreneurship.*

From the above lines it is seen that financial support is given even in small countries under some kind of schemes to Women Entrepreneurs.

3.2 Organisational Set Up of Institutional Finance in India

Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and this sector contributes enormously to the socio-economic development of the country.

Ministry of Micro, Small & Medium Enterprises (M/o MSME) envision a vibrant MSME sector by promoting growth and development of the MSME Sector, including Khadi, Village and Coir Industries, in cooperation with concerned

Ministries/Departments, State Governments and other Stakeholders, through providing support to existing enterprises and encouraging creation of new enterprises.

The Micro; Small and Medium Enterprises Development (MSMED) Act was notified in 2006 to address policy issues affecting MSMEs as well as the coverage and investment ceiling of the sector. The Act seeks to facilitate the development of these enterprises as also enhance their competitiveness. It provides the first-ever legal framework for recognition of the concept of "enterprise" which comprises both manufacturing and service entities. It defines medium enterprises for the first time and seeks to integrate the three tiers of these enterprises, namely, micro, small and medium

On 9 May 2007, subsequent to an amendment of the Government of India (Allocation of Business) Rules, 1961, erstwhile Ministry of Small Scale Industries and the Ministry of Agro and Rural Industries were merged to form the Ministry of Micro, Small and Medium Enterprises (M/o MSME).

The primary responsibility of promotion and development of MSMEs is of the State Governments. However, the Government of India, supplements the efforts of the State Governments through various initiatives. The role of the M/o MSME and its organizations is to assist the States in their efforts to encourage entrepreneurship, employment and livelihood opportunities and enhance the competitiveness of MSMEs in the changed economic scenario. The schemes/ programmes undertaken by the Ministry and its organizations seek to facilitate/provide: i) adequate flow of credit from financial institutions/banks; ii) support for technology up gradation and modernization; iii) integrated infrastructural facilities; iv) modern testing facilities and quality certification; v) access to modern management practices; vi) entrepreneurship development and skill up-gradation through appropriate training facilities; vii) support for product development, design intervention and packaging; viii) welfare of artisans and workers; ix) assistance for better access to domestic and export markets and x) cluster-wise measures to promote capacity-building and empowerment of the units and their collectives.

Organisational Setup of MSME

The MSME is having two Divisions called **Small & Medium Enterprises (SME) Division** and **Agro & Rural Industry (ARI) Division**. The SME Division is allocated the work of administration, vigilance and administrative supervision of the National

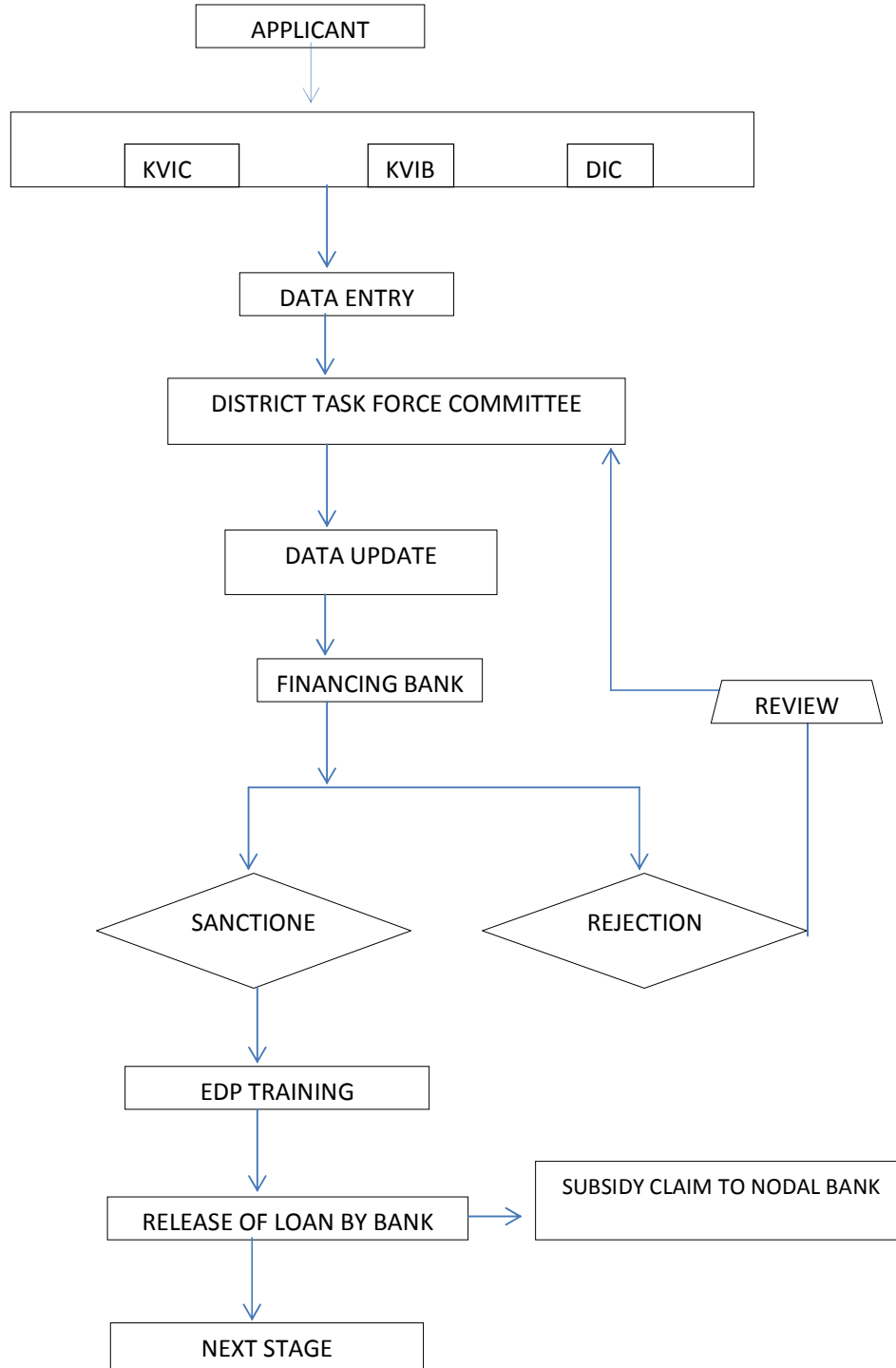
Small Industries Corporation (NSIC) Ltd., a public sector enterprise and the three autonomous national level entrepreneurship development/training originations. The Division is also responsible for implementation of the schemes relating to Performance and Credit Rating and Assistance to Training Institution, among others

The ARI Division looks after the administration of two statutory bodies viz. the Khadi and Village Industries Commission (KVIC), Coir Board and a newly created organization called Mahatma Gandhi Institute for Rural Industrialization (MGIRI). It also supervises the implementation of the Prime Minister's Employment Generation Programme (PMEGP).

The Implementation of policies and various programmes schemes for providing infrastructure and support services to MSME's is undertaken through its attached office, namely the Office of the Development Commissioner (DC (MSME)).

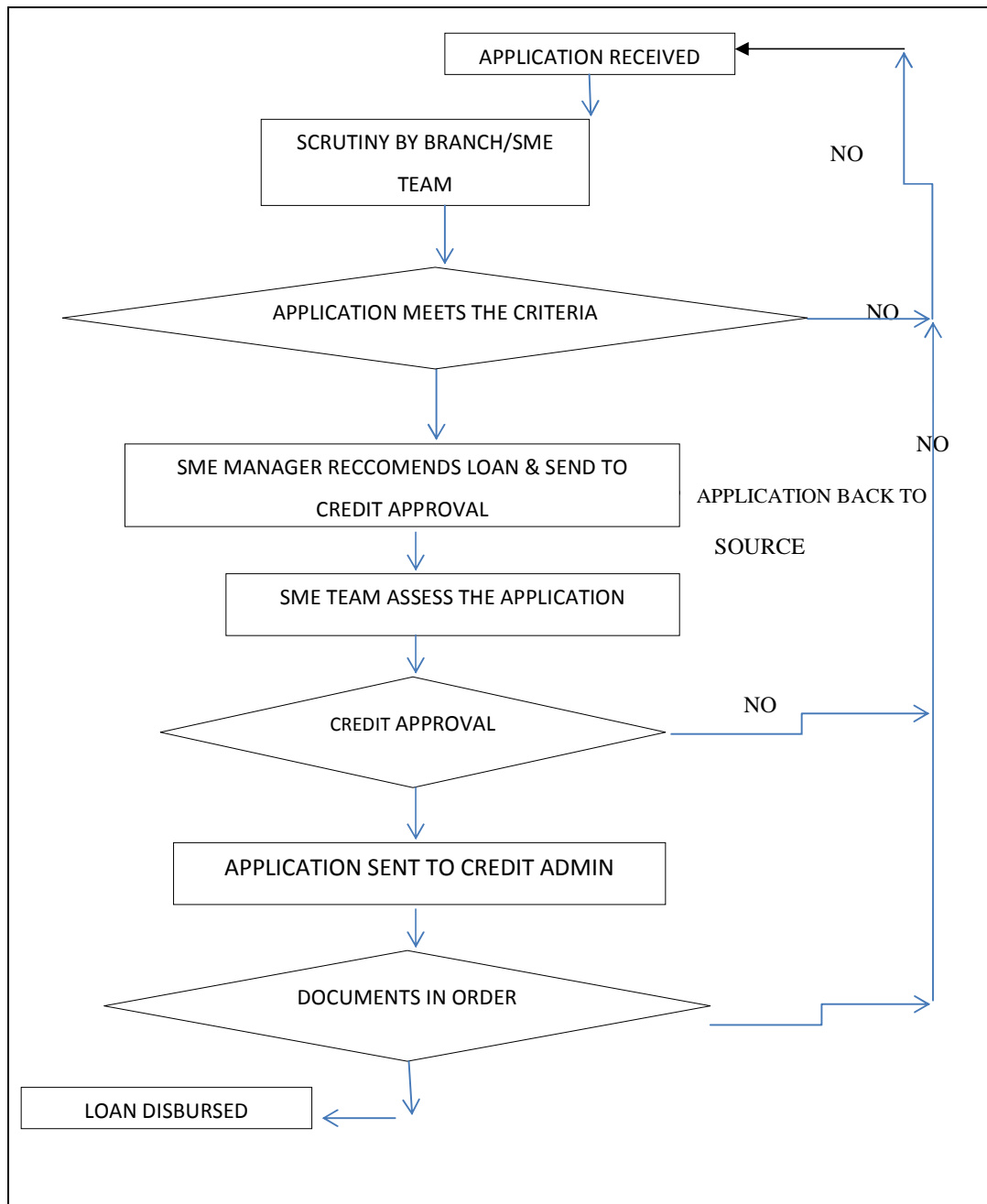
CHART: 3.1

FLOW CHART PMEGP LOAN APPLICATION PROCESS



**FLOW CHART OF LOAN FOR
SMALL & MEDIUM ENTERPRISE**

CHART: 3.2



3.3 SME Sector Profile in India

Majority of Women Entrepreneurs are engaged in micro, small and at the most; medium sector part of the industry and therefore it is essential to have a look at the SME sector in India which is as under:

3.3.1 Background of Small Scale Industry:

Small scale Industries (SSI) have been in India in different legal forms since a very long time. Industries are an integral part of the Indian economy since the Harappan era. Until the advent of British rule and modern industry, it had preferred to be small scale. The entrepreneurial spirit was stifled during the long colonial rule which is reflected in the GDP growth rate of 0.9% during the first half of the 20th century. The Europeans were expanding their colonial rule all over the world in search of raw material for their factories and markets for the products of these factories. It was during this period that the Industrial Revolution was sweeping the European continent. India missed the Industrial Revolution as the foreign rulers did not allow the Indian entrepreneurship to flourish. We have only to recall the Swadeshi Movement and boycott of foreign goods in the first quarter of the last century, to realize the place of entrepreneurs and small industry in developing consciousness of modern and free India.

3.3.2 Legal Framework of SME

However, it is necessary to understand how the industry is categorized as small or medium legally.

The legal definition of “SSI” changed from time to time. In 1966 the SSIs were units with fixed capital investment of less than Rs.7.5 lakhs. In 1975 this limit was revised to Rs.10 lakhs and in 1980 this limit was raised to Rs.20 lakhs. These limits were revised from time to time. During 1997 as recommended by Abid Hussein Committee the Govt. has raised the investment limit to Rs.3 crores. However in 2000 it was reduced to Rs. 1 crore.

Definition & Classification of Micro, Small and Medium Enterprises:

In accordance with the provisions of Micro, Small and Medium Enterprises Development (MSMED) Act, 2006; the Micro, Small and Medium Enterprises (MSME) are classified in two categories:

- (a) **Manufacturing Enterprises:** These are the enterprises engaged in the manufacture or production of goods pertaining to any industry specified in the first schedule to the Industries (Development and Regulation) Act, 1951.
- (b) **Service Enterprises:** The enterprises engaged in providing or rendering of services and are defined in terms of investment in equipment.

The limit for investment in the plant and machinery/ equipment for manufacturing/ service enterprises, as notified, vide S.O.1642(E) dated 29.09.2006 are as under:

Manufacturing Sector	
Enterprises	Investment in Plant and Machinery
Micro Enterprises	Does not exceed twenty five lakh rupees
Small Enterprises	More than twenty five lakh rupees but does not exceed five crore rupees
Medium Enterprises	More than five crore rupees but does not exceed ten crore rupees
Service Sector	
Enterprises	Investment in Equipment
Micro Enterprises	Does not exceed ten lakh rupees
Small Enterprises	More than ten lakh rupees but does not exceed two crore rupees
Medium Enterprises	More than two crore rupees but does not exceed five crore rupees

3.3.3 Government policy regarding SSIs -Institutional Set Up:

Govt. of India has recognized the importance of SSIs in the process of creation of wealth and employment generation. The Govt. created Ministry of Small Scale Industries and Agro and Rural Industries (SSI and ARI) in October, 1999 as the nodal Ministry for formulation of policy and co-ordination of Central Assistance relating to promotion and development of the small scale industries in India. The Ministry of Small Scale Industries and Agro and Rural Industries (SSI and ARI) were bifurcated into two separate Ministries, namely, Ministry of Small Scale Industries and Ministry of Agro and Rural Industries in September, 2001. The President under Notification dated 9th May 2007 has amended the Govt. of India (Allocation of Business) Rules, 1961. Pursuant to this amendment, Ministry of Agro and Rural Industries and Ministry of Small Scale Industries have been merged into a single Ministry, namely, “Ministry of Micro, Small and Medium Enterprises.”

SSIs need financial and non-financial assistance and support. The Govt. has instructed banks to increase flow of credit to SSIs and has framed various schemes for the betterment of SSIs. It is not possible for the Government .alone to undertake all the activities on its own and hence an institutional framework has been created to assist and promote SSIs. Major institutions are as follows:

3.3.4 Organisational Set Up for SSI

A) Small Industry Development Organization (SIDO)

It is an apex body for assisting the Ministry in formulating, coordinating, implementing and monitoring policies and programmes for the promotion and development of small scale industries in the country and is headed by the Development Commissioner (SSI).

(B) National Small Industries Corporation Ltd. (NSIC)

The Corporation has been assisting the sector through following schemes and activities:

- i) Supply of both indigenous and imported machines on easy hire-purchase terms.
- ii) Composite term loan scheme.
- iii) Procurement, supply and distribution, of indigenous and imported raw-materials.
- iv) Marketing products of small scale industries.
- v) Exporting products of small scale industries and developing export-worthiness of small scale units.
- vi) Enlisting competent units and facilitating their participation in Govt. Stores Purchase Programme.
- vii) Training in several technical trades.
- viii) Sensitizing SSI units on technological up gradation through Software Technology Parks and Technology Transfer Centers.
- ix) Mentoring and advisory services.
- x) Technology business incubators.
- xi) Setting up small scale industries in other developing countries on turnkey basis.
- xii) Credit rating of SSIs.

(C) Small Scale Industries Board (SSI Board)

The SSI Board is the apex non-statutory advisory body constituted by the Govt. of India to render advice on all issues pertaining to the SSI sector.

The SSI Board provides to its members a forum for interaction to facilitate co-operation and inter-institutional linkages and to render advice to the Govt. on various policy matters for the development of the sector.

(D) National Institutes for Entrepreneurship Development:

As entrepreneurship development and training is one of the key elements for the promotion of small scale industries, the Ministry has established three National Institutes, viz. National Institute of Small Industry Extension Training (NISIET) at Hyderabad, National Institute of Entrepreneurship and Small Business Development

(NIESBUD) at New Delhi and Indian Institute of Entrepreneurship (IIE) at Guwahati as autonomous bodies.

These Institutes are responsible for development of training models and undertaking of research and training for entrepreneurship development in the SSI sector.

(E) Small Industries Development Bank of India (SIDBI):

It is the principle financial institution for promotion, financing and development of small-scale industries, which was established in 1990. It has taken over the responsibility of Small Industries Development Fund and National Equity Fund (NEF). The important functions of SIDBI are as follows:

- i) Refinancing of loans and advances extended by primary lending institutions to SSIs.
- ii) Bill discounting for equipment finance
- iii) Leasing and factoring services
- iv) Soft loan under NEF
- v) Direct finance schemes.

3.3.5 Reservation Policy for SSI:

Reservation of items for exclusive manufacture in SSI sector statutorily provided for in the Industries (Development and Regulation) Act, 1951, has been one of the important policy measures for promoting this sector. The Reservation Policy has two objectives:

- 1. Ensure increased production of consumer goods in the small-scale sector.
- 2. Expand employment opportunities through setting up of small-scale industries.

Reservation grants protection to small scale units against large/ medium scale undertakings including multi-nationals, who are not allowed to manufacture these items except under 50% export obligation. As on date, 836 items are reserved for exclusive manufacture in the small-scale sector. (Source: www.laghu-udyog.com).

However, the WTO (World Trade Organization) conditions provide for removal of quantitative restrictions and linking of tariff up to bounded rates. A new global

scenario is emerging. SSIs will have to be competitive. Govt. is aware of these challenges and has been trying to improve the competitiveness of SSIs through various measures.

3.3.6 Micro Small and Medium Enterprises Development Act:

A single comprehensive Act for promotion, development and enhancement of competitiveness of small enterprises had been a long outstanding demand of the sector, especially with a view to free the sector from a plethora of laws and regulations and visits of large number of inspectors, which it has to face with limited awareness and resources. This act has been passed in 2006 to address the issues of small-scale sector.

Above lines give idea about governmental efforts to protect and guard the interests of small entrepreneurs where majority are women entrepreneurs.

3.4 Government Financial Schemes for Entrepreneurs in India:

In all there are 22 relevant financial Schemes noticed and in brief their features are given below:

(I) Small & Medium Enterprise (SME) Division Schemes

Table 3.1: Scheme for International Exposure

Scheme For Providing Financial Assistance on International Cooperation	
Related Scheme	International Cooperation Scheme
Description	<p>The Scheme would cover the following activities:</p> <p>(a) Deputation of MSME business delegations to other countries for exploring new areas of technology infusion/up gradation, facilitating joint ventures, improving market of MSMEs products, foreign collaborations, etc.</p> <p>(b) Participation by Indian MSMEs in international exhibitions, trade fairs and buyer-seller meets in foreign countries as well as in</p>

	India, in which there is international participation. (c) Holding international conferences and seminars on topics and themes of interest to the MSME.
Nature of assistance	IC Scheme provides financial assistance towards the airfare and space rent of entrepreneurs. Assistance is provided on the basis of size and the type of the enterprise.
Who can apply?	(a) State/Central Government Organisations; (b) Industry/Enterprise Associations; and (c) Registered Societies/Trusts and Organisations associated with the promotion and development of MSMEs
How to apply?	Can apply online or can send the Applications for seeking financial assistance, in the prescribed to the Director (International Cooperation), Ministry of MSME, Udyog Bhavan, New Delhi-11

Table 3.2 : Scheme for Performance Credit Rating

Scheme for 'Providing financial assistance for performance and credit rating under PCR Scheme	
Related Scheme	Performance and Credit Rating Scheme
Description	The objective of the Scheme is to create awareness amongst micro & small enterprises about the strengths and weaknesses of their operations and also their credit worthiness. The Scheme is implemented by National Small Industries Corporation (NSIC) and Rating under the scheme is being carried out through empanelled rating agencies The enterprises are at liberty to select any of the rating agencies empanelled with NSIC.
Nature of assistance	(a) 75% of the rating fee subject to a maximum of Rs. 25,000/- will be reimbursed to the micro or small enterprise having a turnover up to Rs.50 lakh (b) 75% of the rating fee subject to a maximum of Rs. 30,000/- will be reimbursed to the micro or small enterprise having a

	turnover above Rs.50 lakh to Rs.200 lakh. (c) 75% of the rating fee subject to a maximum of Rs. 40,000/- will be reimbursed to the micro or small enterprise having a turnover above Rs.200 lakh.
Who can apply?	Any enterprise registered in India as a micro or small enterprise is eligible to apply
How to apply?	Any micro or small enterprise wishing to apply for rating will have to fill up the prescribed application form and submit the same to the nearest branch of NSIC or to the rating agency chosen by it.

Table 3.3: Scheme for Training Institutes

Scheme for providing establishment of new institutions (EDIs), strengthening the infrastructure for EDIs under ATI Scheme	
Related Scheme	Assistance to Training Institutes Scheme
Description	The assistance shall be provided to training institutions in the form of capital grant for creation/strengthening of infrastructure and programme support for conducting entrepreneurship development and skill development programmes.
Nature of assistance	Maximum assistance for creation or strengthening of infrastructure will be Rs. 150 lakhs on matching basis, not exceeding 50% of project cost. However, for the North Eastern region (including Sikkim), Andaman & Nicobar and Lakshadweep, the maximum assistance on matching basis would be Rs. 270 lakhs or 90% of project cost, whichever is less. Maximum assistance per trainee per hour for entrepreneurship development and skill development programmes is Rs 50

Who can apply?	<p>Any State/Union Territory Government, Training Institutions, NGOs and other development agencies can apply for assistance for creation or strengthening of infrastructure.</p> <p>Training Institutions who wish to conduct training programmes under the Scheme will have to enroll themselves with any of the three National Level EDIs of the Ministry viz, NIESBUD, Noida; IIE Guwahati and NIMSME, Hyderabad.</p>
How to apply?	<p>Organizations who wish to apply for assistance for creation or strengthening of infrastructure may send their applications to the Director (EDI), Ministry of Micro, Small and Medium Enterprises, UdyogBhawan, Rafi Marg, New Delhi 07.</p> <p>Training Institutions who wish to conduct training programmes or persons who wish to enroll for training programmes under the scheme may visit http://msmetraining.gov.in/ or approach any of the three EDIs mentioned above.</p>

Table 3.4 : Scheme for Marketing Assistance

Scheme for providing financial assistance on marketing support under Marketing Assistance Scheme	
Related Scheme	Marketing Assistance Scheme
Description	<p>The assistance is provided for the following activities:</p> <p>A). Organizing Exhibitions abroad and participation in International Exhibitions/Trade Fairs</p> <p>B). Co-sponsoring of Exhibitions organized by other organisations/ industry associations/agencies</p> <p>C.) Organizing Buyer-Seller Meets, Intensive Campaigns and Marketing Promotion Events</p>
Nature of assistance	Financial assistance of up to 95% of the airfare and space rent of entrepreneurs. Assistance is provided on the basis of size and the

	<p>type of the enterprise.</p> <p>Financial assistance for co-sponsoring would be limited to 40 % of the net expenditure, subject to maximum amount of Rs. 5 lakh</p>
Who can apply?	MSMEs, Industry Associations and other organizations related to MSME sector
How to apply?	The applications for seeking assistance under the scheme shall be submitted to the nearest office of National Small Industries Corporation, with full details and justification.

(II) ARI (Agriculture & Rural Industries) Schemes:

Table 3.5 : Scheme for Self Employment (PMEGP)

Scheme for providing financial assistance to set up new enterprises under PMEGP	
Related Scheme	Prime Minister Employment Generation Programme (PMEGP)
Description	The Scheme is implemented by Khadi and Village Industries Commission (KVIC), as the nodal agency at the National level. At the State level, the Scheme is implemented through State KVIC Directorates, State Khadi and Village Industries Boards (KVIBs) and District Industries Centres (DICs) and banks. The Government subsidy under the Scheme is routed by KVIC through the identified Banks for eventual distribution to the beneficiaries / entrepreneurs in their Bank accounts.
Nature of assistance	The maximum cost of the project/unit admissible under manufacturing sector is Rs.25 lakh and under business/service sector is Rs.10 lakh. Levels of funding under PMEGP

	Categories of beneficiaries under PMEGP	Beneficiary's contribution (of project cost)	Rate of Subsidy (of project cost)	
	Area (location of project/unit)		Urban	Rural
	General Category	10%	15%	25%
	Special (including SC / ST / OBC / Minorities / Women , Ex-servicemen, Physically handicapped, NER, Hill and Border areas, etc.	05%	25%	35%
The balance amount of the total project cost will be provided by Banks as term loan as well as working capital.				
Who can apply?	<p>Any individual, above 18 years of age. At least VIII standard pass for projects costing above Rs.10 lakh in the manufacturing sector and above Rs. 5 lakh in the business / service sector. Only new projects are considered for sanction under PMEGP. Self Help Groups (including those belonging to BPL provided that they have not availed benefits under any other Scheme), Institutions registered under Societies Registration Act,1860; Production Co-operative Societies, and Charitable Trusts are also eligible.</p> <p>Existing Units (under any other scheme of Government of India or State Government) and the units that have already availed Government Subsidy under any other scheme of Government of India or State Government are NOT eligible.</p>			
How to apply?	The State/Divisional Directors of KVIC in consultation with KVIB and Director of Industries of respective states (for DICs) will give advertisements locally through print & electronic media inviting			

	<p>applications along with project proposals from prospective beneficiaries desirous of establishing the enterprise/ starting of service units under PMEGP.</p> <p>The beneficiaries can also submit their application online at http://www.kviconline.gov.in/pmegp/pmegponlineappand take the printout of the application and submit the same to respective offices along with Detailed Project Report and other required documents.</p>
--	--

Table 3.6: Scheme for Regeneration of Traditional Industries (SFURTI).

Scheme of Fund for Regeneration of Traditional Industries(SFURTI).		
Related Scheme	Scheme of Fund for Regeneration of Traditional Industries (SFURTI).	
Description	The objectives of the scheme is to organize the traditional industries and artisans into clusters to make them competitive and provide support for their long term sustainability, sustained employment, to enhance marketability of products of such clusters, to equip traditional artisans of the associated clusters with the improved skills, to make provision for common facilities and improved tools and equipment for artisans, to strengthen the cluster governance systems with the active participation of the stakeholders, and to build up innovated and traditional skills, improved technologies, advanced processes, market intelligence and new models of public-private partnerships, so as to gradually replicate similar models of cluster-based regenerated traditional industries.	
Nature of assistance	The financial assistance provided for any specific project shall be subject to a maximum of Rs 8 (eight) crore to support Soft, Hard and Thematic interventions.	
	Type of clusters	Per Cluster Budget Limit

	Heritage Clusters (1000-2500 artisans)	Rs. 8 crore
	Major Clusters (500-1000 artisans)	Rs. 3 crore
	Mini-Clusters (Up to 500 artisans)	Rs. 1.5 crore
Who can apply?	NGOs, institutions of the Central and State Governments and semi-Government institutions, field functionaries of State and Central Govt, Panchayati Raj institutions, Private sector by forming cluster specific SPVs, Corporates and corporate Responsibility (CSR) foundations with expertise to undertake cluster development.	
How to apply?	Nominee of the deceased Khadi Karigar to submit original death certificate to Pension Group Schemes Department of LIC of India through the Khadi institution under which the deceased was a member.	

(III) DC (Development Commissioner) MSME Schemes

Table 3.7: Scheme for Marketing Assistance & Technology Up-gradation of MSME's

Enable participation of MSMEs in state/district level trade fairs and provide funding support	
Related Scheme	Scheme for 'Marketing Assistance and Technology Up-gradation of MSMEs'- an NMCP Scheme
Description	Provide marketing platform to manufacturing MSMEs through enabling their participation in State/District level exhibitions being organized by State/District Authorities/Associations
Nature of assistance	1 .Free registration for participating in trade fairs Note: The selection of participants would be done by the MSME-DIs post the submission of application 2.Reimbursement of 50% of to and fro actual fare by shortest distance/direct train (limited to AC II tier class) from the nearest railway station/bus fare to the place of exhibition and 50% space

	<p>rental charges for MSMEs (General category entrepreneurs).</p> <p>3.For Women/SC/ST Entrepreneurs & Entrepreneurs from North Eastern Region Govt. of India will reimburse 80% of items listed above in Point (2)</p> <p>Note: The total reimbursement will be max. Rs. 30,000/- per unit for the SC/ST/Women/Physically Handicapped entrepreneurs, while for the other units the max. limit will be Rs. 20,000/- per person per MSME unit</p> <p>Note: The participant is required to submit follow-up proofs post attending the event to claim reimbursement. The proofs can be submitted after logging in online under the section “My Applications” or directly contacting a DI office.</p>
Who can apply?	All MSMEs with EM registration.
How to apply?	Can apply online for participating in trade fairs or else can contact nearest MSME DI or associations and NGOs for participation.

Table 3.8 Scheme for Infrastructural Development

1. Funding support for cluster related hard interventions	
Related Scheme	Scheme for 'Micro & Small Enterprises Cluster Development Programme (MSE-CDP)'
Description	This support program aims to enhance and develop cluster infrastructure projects for facilities such as power distribution, water, telecommunication etc.
Nature of assistance	Funding support for cluster infrastructure development.
Who can apply?	State/UT Governments through an appropriate state government agency with a good track record in implementing such projects.
How to apply?	Can apply online or contact nearest MSME-DI to apply.

Table 3.9: Scheme for awareness training on Cluster Development

2. Funding support for conducting soft interventions in MSME clusters	
Related Scheme	Scheme for 'Micro & Small Enterprises Cluster Development Programme (MSE-CDP)'
Description	The several soft interventions include activities such as: General awareness, counseling, motivation and trust building, Exposure visits Market development including exports, participation in seminars Workshops and training programmes on technology up-gradation etc.
Nature of assistance	Funding support for conducting training and awareness activities.
Who can apply?	Implementing agencies like MSME-DIs, offices of state governmentsnational and international institutions engaged in development of the MSME sector, or any other institution/agency approved by the Ministry of MSME.
How to apply?	Can apply online or else contact nearest MSME-DI to apply.

Table 3.10: Scheme for Project Report Development

3. Funding support for preparing cluster level 'Detailed Project Report (DPR)'	
Related Scheme	Scheme for 'Micro & Small Enterprises Cluster Development Programme (MSE-CDP)'
Description	This support programs aims at conducting preparation of cluster level DPRs to analyze the technical feasibility and financial viability for setting up CFCs , infrastructural development project for new industrial estate/area/cluster and other aspects
Nature of assist.	Funding support for conducting analytical studies.
Who can apply?	Implementing agencies like MSME-DIs, offices of state

	governments, national and international institutions engaged in development of the MSE sector or any other institution/agency approved by the Ministry of MSME.
How to apply?	Can apply online or else contact nearest MSME-DI to apply.

Table 3.11: Scheme for Funding Analytical Study

4. Funding support for preparing cluster level ‘Diagnostic Study Report (DSR)’	
Related Scheme	Scheme for 'Micro & Small Enterprises Cluster Development Programme (MSE-CDP)
Description	This support programs aims at conducting DSRs to map all business processes of the cluster units, do SWOT analysis, analyze problems and impediments, provide suggestions and a well-drawn action plan for enhancing competitiveness of the units of the cluster on a self-sustaining trajectory of growth
Nature of assist	Funding support for conducting analytical studies.
Who can apply?	Implementing agencies like MSME-DIs, offices of state governments, national and international institutions engaged in development of the MSE sector or any other institution/agency approved by the Ministry of MSME.
How to apply?	Click on Apply Now button below to apply online. or else You can contact your near MSME-DI to apply

Table 3.12: Scheme for Tangible Assets

5. Funding support for setting up of ‘Common Facility Centers’	
Related Scheme	Scheme for 'Micro & Small Enterprises Cluster Development Programme (MSE-CDP)'
Description	The support programs aims to set up CFCs including tangible

	“assets” like Testing Facility, Design Centre, Production Centre, Effluent Treatment Plant, Training Centre, R&D Centre, Raw Material Bank/Sales Depot, Product Display Centre, Information Centre, and any other need based facility for balancing/correcting/improving production line that cannot be undertaken by individual units
Nature of assist	Funding support for infrastructure development.
Who can apply?	Implementing agencies like offices of the Ministry of MSME, offices of state governments, national and international institutions engaged in development of the MSE sector or any other institution/agency approved by the Ministry of MSME.
How to apply?	Can apply online or else can contact nearest MSME-DI to apply.

Table 3.13: Scheme for Common Display Center

6. Funding support for setting up of common display centers for women	
Related Scheme	Scheme for 'Micro & Small Enterprises Cluster Development Programme (MSE-CDP)'
Description	The GoI financial assistance (up to 40% of the project cost) shall be available to Associations of Women Entrepreneurs for establishing exhibition centres at central places for display and sale of products of women owned micro and small enterprises
Nature of assistance	The GoI financial assistance (up to 40% of the project cost) shall be available for infrastructure development.
Who can apply?	Association of women entrepreneurs.
How to apply?	Can apply online or else can contact nearest MSME-DI to apply.

Table 3.14: Scheme for Motivation and Skill Development in Cluster

7.Participate in awareness programs on ‘Cluster Development’	
Related Scheme	Soft interventions including general awareness, counseling, motivation and trust building, exposure visits, market development including exports, participation in seminars, workshops and training programmes on technology up gradation, etc. will be conducted in the cluster for sensitizing the cluster on cluster development activities and trust building.
Description	Skill development.
Nature of assist	All MSME units.
Who can apply?	Apply online or else contact nearest MSME-DI to apply.
How to apply?	Apply online or else contact nearest MSME-DI to apply.

Table 3.15: Scheme for Collateral Free Credit

Provision of collateral free credit for MSMEs	
Related Scheme	CGTMSE
Description	Banks and financial institutions are provided funding assistance under this scheme so as to lend collateral free credit to MSMEs Funding support to banks and financial institutions for lending collateral free credit to MSMEs.
Nature of assistance	Banks and financial institutions can apply to office of DC-MSME/MSME-DIs for availing support. MSMEs need to directly contact the respective banks for getting credit.
Who can apply?	Banks and financial institutions can apply to office of DC-MSME/MSME-DIs for availing support. MSMEs need to directly contact the respective banks for getting credit

How to apply?	<ol style="list-style-type: none"> 1. Financial institution can directly contact Office of DC-MSME. 2. MSME can directly contact the respective banks/financial institutions as listed in the scheme guidelines. 3. Financial institution can apply online.
---------------	--

Table 3.16 : Scheme for International Trade Participation

Enable participation of MSMEs in international trade fairs and provide funding support	
Related Scheme	Scheme for 'Market Development Assistance (MDA) to MSMEs'
Description	To Encourage participation of representatives from MSMEs under MSME India stall at International Trade Fairs/ Exhibitions.
Nature of assistance	<p>Free registration for participating in trade fairs</p> <p>Note: The selection of participants would be done by the MSME-DIs post the submission of application</p> <p>75% of air fare by economy class and 50% space rental charges for MSMEs (General category entrepreneurs).</p> <p>Note: The total subsidy on air fare & space rental charges will be restricted to Rs.1.25 lakh per unit and one person per MSME unit.</p> <p>For Women/SC/ST Entrepreneurs & Entrepreneurs from North Eastern Region Govt. of India will reimburse 100% of space rent and economy class air fare.</p>
Who can apply?	All MSMEs with EM registration.
How to apply?	Can apply online for participating in trade fairs. Also can contact the nearest MSME-DI to apply.

Table 3.17: TREAD

1.Funding support for conducting programs for empowerment of women	
Related Scheme	Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme to Women
Description	Training organizations conducting training programmes for empowerment of women beneficiaries identified under the scheme would be provided a grant up to maximum limit of Rs. 1.00 lakh per programme provided such institutions also bring their share to the extent of minimum 25%(10% in case of NER) of the Government grant. The batch size for such a training activity will be at least 20 participants. Duration of the training programme will be minimum one month.
Nature of assistance	Funding support for conducting training program for women empowerment
Who can apply?	Micro, Small and Medium Enterprises (MSMEs), Entrepreneurship Development Institutes (EDIs), NISIET and the NGOs.
How to apply?	Apply online or You can contact your near MSME-DI

Table 3.18: Loan related assistance to women

2. Loan related assistance to women	
Related Scheme	Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme to Women'
Description	The support programs aims to provide grant (up to 30% of the total project cost as appraised by lending institutions) to provide adequate security demanded by banks in the form of collaterals. GOI Grant and the loan portion from the lending agencies to assist such women shall be routed through eligible NGOs engaged in assisting poor women through any kind of income generating activities in non-farm sector

Nature of assistance	Ease in availability of credit for women-led enterprises.
Who can apply?	The NGOs engaged in assisting poor women through any kind of income generating activities in non-farm sector can apply to Office of DC-MSME/nearest DIs for financial assistance. Women led MSMEs can contact NGOs engaged in assisting poor women through any kind of income generating activities in non-farm sector for assistance
How to apply?	Apply online or You can contact your near MSME-DI

**Table 3.19: Participate in training programs for women
Empowerment**

3. Participate in training programs for women empowerment	
Related Scheme	Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme to Women
Description	Skill development training will be provided to women applicant under the scheme. Duration of the training programme will be minimum one month. The batch size for such a training activity will be at least 20 participants
Nature of assistance	Skill development.
Who can apply?	Women entrepreneurs.
How to apply?	The details of the workshop/training programme and registration facility will be provided by the respective organizer (MSMEs, NGOs, EDIs or other expert organisations) or else You can contact your nearest MSME-DI for more information.

IV Other Schemes

Nationalised Bank's Schemes for Women Entrepreneurs

Table 3.20: State Bank of India

SCHEME FOR WOMEN ENTREPRENEURS	
Related Scheme	Stree Shakti Package Scheme of SBI
Description	Aimed at supporting entrepreneurship among women to fulfill the working capital need & to provide help in economic activities like purchase of machinery, equipment etc.
Nature of Assistance	1. The margin to be lowered by 5% as applicable to that category. 2. The interest rate to be lowered by 0.5% for loan amount exceeding Rs.2 lakh. No collateral is required for loan up to Rs.10 lakh in case of tiny sector unit. Eligible unit may be covered under CGTMSE
Who can apply	Any women entrepreneur or an enterprise having more than 50% of its share capital owned by women
How to apply	To apply contact the nearest branch of SBI

Table 3.21: Bank of India

SCHEME FOR WOMEN ENTREPRENEURS	
Related Scheme	Priyadarshini Scheme of Bank of India
Description	To empower women by providing credit to women entrepreneurs. To fulfill the working capital need of the women entrepreneurs. To help the economic activities of the business like purchase of machinery, equipment etc. for capital investment.
Nature of	No collateral security required for loan up to Rs. Ten lakhs & a rebate

Assistance	of 0.50% in interest rate for SSI units. 15%-20% margin money for loan above rupees five lakhs & a rebate of 1% in the interest rate.
Who can apply	Any women entrepreneur or an enterprise having more than 50% of its share capital owned by women
How to apply	To apply contact the nearest branch of BOI.

Scheme of the State Government:

Table 3.22 Tejaswini Maharashtra Rural Women Empowerment Programme

Scheme for the Women Self Help Groups	
Related Scheme	Tejaswini Maharashtra Rural Women Empowerment Programme
Description	Started in year 2007, the target group for Tejaswini is poor rural women in all the 33 rural districts of the State and over 13,000 villages where MAVIM presently operates, supporting over 65,000 SHGs
Nature of Assistance	Grass Roots Institution building, Micro Finance Services, Livelihood & Micro Enterprise development, Women Empowerment in both farm & non-farm businesses, First dose 50,000/-, second dose up to 1,00,000/- & third dose up to 5,00,000/-. For timely repayment 4% interest rate.
Who can apply	Women SHG
How to apply	Apply to District coordinating Officer of your district.

3.5 Financial Schemes selected for study-For Promotion of Women Entrepreneurship:

From the above schemes which were directly related to finance, seven schemes were selected for the study, for understanding their effectiveness in promotion of Women entrepreneurship.

- 1. TREAD** - Trade Related Entrepreneurship Assistance & Development Scheme for Women
- 2. MSE-CDP**- Micro & Small Enterprises Cluster Development Programme
- 3. CGTMSE**- Credit Guarantee Trust Fund for Micro & Small Enterprises
- 4. PNEGP** - Prime Minister's Employment Generation Programme
- 5. SBI-SSP** - State Bank of India's Stree Shakti Package
- 6. BOI-PY** - Bank of India's Priyadarshini Yojana
- 7. TMRWEP** Tejaswini Maharashtra Rural Women Empowerment Programme

Literature review has shown in general and in particular the problems and features of the financial assistance to women entrepreneurs. Majority of the authors have apprehension about awareness, delay and insufficiency of funds and therefore these points are adequately considered at the time of determining objectives of the study and formulation of hypotheses which is presented in next chapter.

3.6 SCHEMES OF MSME:

3.6.1 Trade Related Entrepreneurship Assistance and Development

(TREAD) for Women:

In order to alleviate women entrepreneurs problems Govt. of India launched a scheme entitled "Trade Related Entrepreneurship Assistance and Development" (TREAD) during the 9th plan period. The scheme envisaged economic empowerment of women through trade related training, information and counseling, extension activities related to trades, products, services etc. The Scheme provided for financial loans through NGO's who were also provided Govt. of India grant for capacity building. This

Assistance was to be provided for self-employment ventures by women for pursuing any kind of non-farm activity. The Scheme is fully women specific.

OBJECTIVES:

It was considered necessary that if poor women are to be economically empowered, appropriate programmes and schemes are to be designed so as to assist them in all respects. Since such women will not be able to have an easy access to credit, it has also been envisaged that the credit will be made available to applicant woman through NGOs who would be capable of handling funds in an appropriate manner. These NGOs will not only handle the disbursement of such loans needed by women but would also provide them adequate counseling, training and assistance in developing markets. It has, therefore, also been envisaged that a portion of funding be also provided to such NGOs for capacity building.

SALIENT FEATURES OF THE REVISED TREAD SCHEME FOR EMPOWERMENT OF WOMEN:

a) Credit:

The financial limits for a Micro Enterprise in service sector are Rs.10 lakh & for manufacturing sector 25 lakh. For small enterprise in service sector, the limits are Rs.10 lakh to 2 Cr. & manufacturing sector Rs.25 Lakh to 5 Cr. For Medium enterprise in service sector, the limits are Rs.2 Cr. To 5 Cr. & for manufacturing sector Rs.5 Cr. To 10 Cr.

Govt. Grant up to 30% of the total project cost as appraised by lending institutions which would finance the remaining 70% as loan assistance to applicant women. GOI Grant and the loan portion from the lending agencies to assist women shall be routed through NGOs engaged in assisting poor women through income generating activities. While the loan amount will be passed on to women beneficiaries, the Grant shall be utilized by the NGOs for activities accepted as grant activities in the appraisal report of the lending agency and capacity building of the NGOs.

b) Training and Counseling:

Training organizations viz. Micro, Small and Medium Enterprises – Development Institute (MSME-DIs), Entrepreneurship Development Institutes (EDIs), NIMSME, NIESBUD and the NGOs conducting training programmes for empowerment of women beneficiaries identified under the scheme would be provided a grant up to maximum limit of Rs.1.00 lakh per programmes provided such institutions also bring their share to the extent of minimum 25% of the Govt. grant. The batch size for such a training activity will be at least 20 participants. Organizations will apply for such assistance directly to Office of DC (MSME) giving details of the training programmes, expenditure involved, grant needed etc.

c) Eliciting Information on Related Needs:

Institutions such as Entrepreneurship Development Institutes (EDIs), NIMSE, NIESBUD, IIE, MSME-DIs, DIs sponsored by State Govt. and any other suitable institution of repute will be provided need based Govt. grant up to Rs.5 lakh primarily for undertaking activities aiming at empowerment of women such as field surveys, research studies, evaluation studies, designing of training modules, etc. covered under the scheme. The activities are to be undertaken by the institution itself. The grant could be used for meeting the expenses towards books, periodicals, consultants, computers including miscellaneous expenses etc. (related to specific projects). The grant shall be limited up to Rs.5 lakhs per project.

The Criteria for Registration of NGOs:

- a) Be a legal entity with a minimum registration of three years.
- b) Having experience in thrift and saving programmes with SHGs/ individuals.
- c) Be engaged in entrepreneurship and income generation activities for women.
- d) Have basic infrastructure, qualified support staff and services to undertake micro-Enterprise development for women.

Grant Assistance for Capacity Building of NGOs:

- a) Training expenses of operating staff on reducing scale.

- b) Part of the expenses on operating a management and monitoring system viz. Computer Hardware and Software for MIS and vehicles.
- c) Charges for legal documentation viz. for payment of stamp duty for loans agreement, hiring of legal experts, valuation of assets, examination of title deeds etc.
- d) Auditor's fee for auditing credit programme records.
- e) For establishment of new SHGs.
- f) Common training/ consultancy/ networking inputs for the members (borrowers) relating to marketing, designing, packaging, quality control, technologies, etc.

Grant Assistance to be used by NGOs for ultimate borrowers:

- i) Training in credit usage, credit management and basic accounting practices.
- ii) Skill Development training and professional consultancy inputs viz. marketing, designing, packing, quality control, technology transfer, financial training etc.
- iii) Equity/ margin money contribution for acquisition/ establishment of infrastructure (including machine and equipment) in group, entrepreneurship projects.
- iv) Payment of insurance premium on productive assets acquired by beneficiaries.
- v) Expenses trips to successful micro credit programmes.
- vi) Legal documentation charges for loan documentation, if any.
- vii) Legal, consultancy and training expenses for building institutions of the borrowers viz. SHG federation or Credit Cooperative etc.
- viii) Participation in exhibition and other marketing events.

Proposals found acceptable are forwarded to respective lending agencies for detailed evolution in respect of viability and feasibility of the proposal and the recommendations for approval of the total project cost, loan component and GOI's grant component for disbursement. The lending agencies shall in accordance with the stipulations laid down in the MOUs disburse the loan and the GOI grant component to the NGO in a proportionate way.

3.6.2 MICRO & SMALL ENTERPRISES–CLUSTER DEVELOPMENT

PROGRAMME (MSE-CDP):

The Ministry of Micro Small and Medium Enterprises (MSME), Government of India (GOI) has adopted the cluster development approach as a key strategy for enhancing the productivity and competitiveness as well as capacity building of Micro and Small Enterprises (MSEs) and their collectives in the country. Clustering of units also enables providers of various services to them, including banks and credit agencies, to provide their services more economically, thus reducing costs and improving the availability of services for these enterprises.

Objectives of the Scheme:

- i) To support the sustainability and growth of MSE's by addressing common issues such as improvement of technology, skills and quality, market access, access to capital, etc.
- ii) To build capacity of MSEs for common supportive action through formation of self-help groups, consortia, up gradation of associations, etc.
- iii) To create/upgrade infrastructural facilities in the new/existing industrial areas/ clusters of MSE's.
- iv) To set up common facility centres (for testing, training centre, raw material depot, effluent treatment, complementing production processes, etc.)

Scope of the Scheme:

- Diagnostic Study
- Resourcing of Technology
- Facilitating the transfer of technology from producer to end user.
- Setting up of Common Facility Centers (CFCs).
- R & D needs.
- Organizing workshops, Seminars, Training and Study visits for quicker diffusion of technology across the cluster of small enterprises.

Infrastructure Development for facilities like power distribution network, water, telecommunication, drainage and pollution control facilities, roads, banks, raw

materials, storage and marketing outlets, common service facilities and technological backup services for MSEs in the new/ existing industrial estate/ areas.

Table 3.23 MSE-CDP Activities & Implementing Agencies

Activity	Implementing Agency
Diagnostic study	Offices of the Ministry of MSME
Soft Interventions	Offices of State Governments
Setting up of CFC	National and international institutions engaged in development of the MSE sector Any other institution/ agency approved by the Ministry of MSME.
Infrastructure Development projects	State/ UT Governments through an appropriate state government agency with a good track record in implementing of MSME.

Cost of Project and Govt. of India Assistance:

- Diagnostic Study – Maximum cost Rs.2.50 lakhs.
- Soft interventions – Maximum cost of project of Rs.25.00 lakh, with GoI contribution of 75% (90% for Special Category States and or clusters with more than 50% women/ micro/ village/ SC/ ST units).
- Hard interventions i.e. setting up of CFCs – maximum eligible project cost of Rs.15.00 crore with GoI contribution of 70% (90% for Special Category States and for clusters with more than 50% women/ micro/ village/ SC/ ST units).

Infrastructure Development in the new/existing industrial estates/areas. Maximum eligible project cost of Rs.10.00 crore, with GoI contribution of 60% (80% for Special Category States and for clusters with more than 50% women/ micro/ SC/ ST units).

How to approach:

Proposals for consideration under MSE-CDP can be sent through State Govt. or their autonomous bodies or field institutes of Ministry of MSME i.e. MSME-DIs. The proposals are approved by the Steering Committee of the MSE-CDP.

3.6.3 CGTMSE's Credit Guarantee Fund Scheme for MSE's

(Credit Guarantee Fund Trust for Micro & Small Enterprises):-

i) Eligible Borrowers:

- a) Eligible borrower would be new or existing MSME to which the credit facility has been provided by the bank without any collateral security or third party guarantees
- b) All types of firms/companies, individual borrowers, small businesses.

SHGs are not eligible.

ii) Eligible Accounts:-

- a) Both term loan & working capital can be covered.
- b) Where the borrower is enjoying several distinct credit facilities, one or more

iii) Credit Guarantee Cover:-

- a) The guarantee cover is subject to overall ceiling of Rs.65 lakhs to Women Entrepreneurs & units located in North East region & Rs.62.50 lakhs for other categories.
- b) The extent of guarantee cover is up to 85% of the credit facility (up to Rs.5 lakhs) in respect of Micro Enterprises, 80% of the credit facility subject to a maximum of Rs.40 lakhs to Women Entrepreneurs.

The Guarantee Cover will commence from the date of payment of guarantee fee.

The Guarantee Cover shall run through the entire tenure of the Credit.

The tenure of the cover is fixed at 5 years. The guarantee fee has to be paid afresh for renewal for the next block of five years.

iv) Additional credit facilities in respect of accounts under CGTMSE

Maximum credit/loan ceiling is of Rs.100 lakhs even though actual loan/limit may be in excess of Rs.100 lakhs for eligible accounts.

v) Rehabilitation Assistance:

If the unit under CGTMSE becomes sick due to factors beyond the control of the management, assistance provided by the Bank could also be covered the scheme.

vi) Guarantee Fee & Annual Service Fee has to be provided by the borrower.

vii) Eligible Lending Institutions:-

All Scheduled Commercial banks & specified Regional Rural banks, NSIC which have entered into agreement with the trust to become the member of the CGTMSE. To obtain loan, the borrower must approach a member bank.

viii) Interest rate payable by the Borrower:-

The bank shall follow the guidelines issued by RBI. The interest rate shall not be 1% over & above the Prime Lending Rate of the bank.

3.6.4 Prime Minister's Employment Generation Programme (PMEGP)

PMEGP was introduced by the Government of India in 2008 by merging two schemes namely Prime Minister's Rojgar Yojana (PMRY) & Rural Employment Generation Programme (REGP).

Objectives:

- i) To generate employment opportunities in rural as well as urban areas through setting up of new self-employment ventures.
- ii) To bring together widely dispersed traditional artisans/rural & urban youths.
- iii) To help arrest migration of the rural youths to urban areas by providing them continuous & sustainable employment.
- iv) To increase the wage earning capacity of the artisans.

Quantum & Nature of Financial Assistance through PMEGP:

- i) The limit under manufacturing sector is Rs.25 lakh & under service sector is Rs.10 lakh.
- ii) The rate of Subsidy of project cost for women in urban areas is 25% & in rural areas is 35%.
- iii) The women beneficiary's contribution is 5% of the project cost. The balance amount is provided by the banks as term loan.

Eligibility:

- i) Any individual **woman between 18-45 years**.
- ii) At least 8th standard pass for projects costing above Rs.10 lakh in the manufacturing sector & above Rs.5 lakh in the business/service sector.
- iii) Scheme is available only for **new projects**.
- iv) **Self Help Group (SHG)**, Co-operative societies are also available for assistance.

Implementing Agencies:

DIC's for the units located in urban areas & Khadi & Village Industrial Commission (KVIC) for the units located in rural areas through nationalized banks.

3.7 Schemes of Nationalized Banks:-

3.7.1 SBI-SSP (State Bank of India's Stree-Shakti Package Scheme):

Objectives:

The Stree-Shakti Package is a unique scheme run by SBI, aimed at supporting entrepreneurship among women to fulfill the working capital need & to provide help in economic activities like purchase of machinery, equipment etc. An enterprise should have more than 50% of its share capital owned by women to qualify for the scheme.

Eligibility, Financial Limits & Salient Features:

The concessions offered under the scheme are for Women entrepreneurs in Retail trade, Business Enterprises, Professionals & self-employed like Doctors, Beauty Parlour Operators, Small Scale Units or Tiny Sector units etc. :

1. The margin to be lowered by 5% as applicable to that category.
2. The interest rate to be lowered by 0.5% for loan amount exceeding Rs.2 lakh.

Security

1. Primary- Stock/Machinery purchased out of bank finance.
2. No collateral is required for loan up to Rs.10 lakh in case of tiny sector unit. Eligible unit may be covered under CGTMSE.

3.7.2 BOI-PY (Bank of India's Priyadarshini Yojana):-**Objectives:**

To empower women by providing credit to women entrepreneurs.

To fulfill the working capital need of the women entrepreneurs.

To help the economic activities of the business like purchase of machinery, equipment etc. for capital investment.

Eligibility, Financial Limits & salient Features:

- i) No collateral security required for loan up to rupees Ten lakhs & a rebate of 0.50% in interest rate for SSI units.
- ii) 15%-20% margin money for loan above rupees five lakhs & a rebate of 1% in the interest rate.

Security

1. Primary- Stock/Machinery purchased out of bank finance.
2. No collateral is required for loan up to Rs.10 lakh in case of tiny sector unit. Eligible unit may be covered under CGTMSE for limit up to 100 lakh.

3.8 Scheme of the State Government

3.8.1 Tejaswini Maharashtra Rural Women Empowerment Programme

In 2007 the state government sanctioned a new programme for MAVIM supported by IFAD (International Fund for Agriculture Development) known as the “Tejaswini Maharashtra Rural Women Empowerment Programme”.

Area of operation of Tejaswini

The Tejaswini Programme will be implemented in all the 33 rural districts of the State and over 13,000 villages where MAVIM presently operates, supporting over 65,000 SHGs.

Targeting the Poor

The target group for Tejaswini will be poor rural women especially from the Scheduled Castes and Scheduled Tribes, woman headed households, widows, deserted women, divorcees, landless laborers, AIDS affected women etc.

Thrust Areas

The Tejaswini Programme will focus on the following thrust areas:

Grass Roots Institution building

Micro Finance Services

Livelihood & Micro Enterprise development

Women Empowerment

Strategy for Tejaswini: Building “Community Managed Resource Centres”

It is observed that SHGs require two levels of support in order to emerge as sustainable grass root institutions. The first level of support required is for the proper mobilization of SHGs with regular and appropriate books of accounts, an efficient MIS system and assistance to members to pursue a socio-economic development agenda. The second level of support is in the form of apex organisations that provide services related to capacity building training to SHG members, SHG quality checks, bank linkages and other required services. These second tier organisations need to be owned and managed by the SHGs themselves as primary organisations. Under the Tejaswini Programme, MAVIM has thus adopted the strategy of building second tier people’s institutions called Community Managed Resource Centers.

Structure of the CMRC

The Community Managed Resource Centre (CMRC) is a federation of around 150-200 SHGs formed in a cluster of around twenty villages, within the radius of 20 to 25 km. All SHGs in the cluster, regardless of the agency that promoted them, will be eligible to become members and avail of the services of the CMRC. All SHGs will strive by means of training, regulation, adherence to SHG rules and implementation of entrepreneurial and socio-economic agenda to become 'A' Grade SHGs. The CMRC will be a registered organization and will work on a no profit no loss basis. It will not necessarily be at block level but can be established at any centrally situated village.

Governance in CMRCs

The CMRC will be governed by a Board represented by one SHG representative from each village elected by the SHG village level committee, adopting the principle of rotational leadership. A CMRC covering twenty villages will have a Board constituted with twenty members. The Chairperson, Vice Chairperson, Treasurer and other office Bearers will be appointed by the Board members by election from amongst themselves. The CMRC will operate by means of sub committees on various issues such as Training, Audit of SHG Accounts, Health Services, Sanitation and Water Supply, Drudgery Reduction initiatives for women, Gender and Panchayati Raj etc. It will have a strong professional managerial support seconded by MAVIM in the shape of a CMRC Manager and an Accountant as well as field workers (Sahayoginies). Each Sahayogini will have around five to seven villages and provide support to around forty SHGs. The CMRC Manager will be the Member Secretary of the institution, whereas MAVIM's District Coordinating Officer, will be an advisor to the CMRC.

Role of CMRC

The CMRC will function with a comprehensive and holistic agenda for area development. The overall role of the CMRC will be to provide the basic primary services to SHGs, that is - capacity building training to members, bank linkages, gradation, and audit of SHGs. The CMRC will also provide specialized services to SHGs such as assessing the livelihood needs of SHGs, tapping the required resources

through convergence with various government schemes and services and enabling the SHGs to access them and take up community development programmes.

Fees and Service charges of the CMRC

The services of the CMRCs will be paid for by the SHGs in the shape of monthly charges. There will be a standard list of services included in the general monthly service charge, as well as charges for special services and rates to be charged for non-members.

MAVIM will be supporting CMRCs for the first few years of the project period on a reducing scale. Thus the SHGs will make a contribution to the running of the CMRC right from the very beginning. CMRCs should strive to become self-reliant from the fourth year of their establishment

4% Low interest rate scheme (Providing subsidized loan to women SHGs in the State)

SHG movement has spread to a wider scale in the state of Maharashtra from last decade. However the linkages of SHGs with banks, amount of bank loan by banks and heavy interest charges on SHG loan are the key challenges before the movement.

Taking this into account, Government of Maharashtra has launched a scheme of “**Providing subsidized loan to women SHGs in the State**” The scheme is applicable to the non-subsidized women SHGs formed by MAVIM and NABARD.

CHAPTER IV- OBJECTIVES AND HYPOTHESES

The objectives of the study depend on the context of inquiry. From the title of the study it is followed that there are two major aspects of this research study.

The first part is related to the Financial Schemes and the other whether those schemes in overall way have collectively promoted the women entrepreneurship. If so; to what extent the success is sought because of the assistance or help and facilitation received by the scheme.

It is universally accepted in relation to any phenomenon; when seen with social aspects is that; every problem is an economic problem.

Thus in case of promotion of Women Entrepreneurship it is applicable and therefore the Financial Schemes are examined for their promotion.

In Indian Culture, traditionally women have secondary role and moreover it is expected that they should play role of family care-taker or home-maker or a house-wife.

Literature evidences that few women in reality have been receiving scanty encouragement even after the Globalization Era which began in the 1990s.

There are other difficulties for fostering Women Entrepreneurship as many factors other than Finance are responsible for the promotion e.g. educational back-ground, time availability from house duties, technical competence, and expertise about enterprise processes and so on.

Thus as a general rule it is believed that the real spirit of Entrepreneurship is marked by two major factors i.e. Very strong N-ACH Motive (Need for achievement or strong feeling of deprivation of achievement at a very stronger and higher level,

Anthropology suggests that there are three major expressions of a human being which are considered as:

- (a) Expression to Nature
- (b) Expression to Oneself
- (c) Expression to Society

Thus high level Need for achievement is a part of these expressions in a mix form of expression to oneself and expression to society.

This is true for both Male as well as Female Entrepreneurs.

However, in case of women there are same Social, Economic and Political Factors which affect these motives considerably. For Women Entrepreneurs these factors have higher degree of impact to get in to enterprise.

Thus any entrepreneur fundamentally becomes successful because of high strength of these factors as foundations of enterprise success.

The other factors can be softened by way of financial help to a considerable extent.

A push factor is finance at the start up stage.

In India compared to Male entrepreneurs the number of Women is relatively marginal. Some exceptions are there but the level is not certainly not so much satisfactory.

Now, if the provision of finance is concerned then few NGOs and Government only can play this role and after the year 2000 i.e. at the beginning of the 21st Century the issues of Women Entrepreneurs have received much brighter attention. This has led to announcing and launching of financial schemes for Women Entrepreneurship at both State and Central Government level.

The scenario is certainly changing to conducive environment for Women Entrepreneurs can be considered as a very general statement as a part of observation and some pieces of literature is available to trust the statement.

4.1 Objectives of the Study:

There are 07 schemes which are selected- the details of which are given in the previous chapter of Financial Schemes.

The approach of inquiry is being taken at a Macro level because each scheme has different objectives as they want to focus on different dimensions of difficulties of Women Entrepreneurs. However, for all the schemes the central aim is to provide financial assistance in some form to women entrepreneurs and facilitate their promotion.

Thus it is necessary to determine at least in some way what can be called as the promotion of entrepreneurship has resulted. This necessitated evolving some parameters which would take us very closer to the promotion by understanding the level of those parameters. Thus the literature review has assisted in determining the parameters.

From above references it is concluded that following are the key parameters which can throw required light to understand whether the promotion has taken place and at what level.

These parameters are being of resultant nature they are in the form of indicators which are dealt in questionnaire,

These indicators are of general nature as per the approach determined by the researcher to deal with the context and scope of this study which can present as

1. Level of turnover
2. Level of Profits
3. Entrepreneurship Reward (Notional level)
4. Additions of products and services indicating the growth
5. Generation of expected employment
6. Diversification or vertical or horizontal integration
7. Increase in Assets
8. Expansion or branching out
9. Social Status
10. Enterprise-wise or a kind of business wisdom through confidence building

Collectively, these indicators will reflect on sustainable advantage she has created for her enterprise or herself thorough skill development, can amount to promotion as woman entrepreneur.

Thus connotation of the word is not in limited sense taken as just inducement but with larger interest of sustainability and continuity.

The study therefore focuses on Macro level assessment of results where financial schemes are responsible in kick start and vehicles for facilitation.

Awareness is also a starting point for the promotion journey for the entrepreneurs.

With the distillation of literature, observations and interactions the befitting to context the objectives of the study formulated are as follows:

1. To understand the Government Schemes available for the Women Entrepreneurship
2. To understand the difficulties faced by women entrepreneurs in promotion of their enterprises
3. To assess overall requirements and designs necessary for promotion of women entrepreneurship through financial schemes.
4. To suggest the guidelines for designing of the schemes which would make them holistic in nature.

4.2 Formulation of the Hypotheses:

The major aspect revealed by the literature review and natural inquiry it is significant to examine the relationship between financial schemes and its leading to promotion (moreover as establishment with stable gains) along with awareness. The awareness is the ignition point for developing the thoughts and inducing for the action for any entrepreneur not only for finance or its schemes but even other facilities which can help him or her to overcome the barriers in technical facilities or marketing and so on.

Effectiveness of schemes depends on financial as well as non-financial part also. There is need for the perfect blend of these two as they are like the two wheels of a vehicle. Thus consideration is duly given to this part also.

Ref Literature

Development Paper 1304 – Creating an Enabling Environment for Women’s Entrepreneurship in India by Hina Shah

The Hypotheses of the study are:

H0: Women Entrepreneurs do not become aware about the financial schemes from the efforts of the Government for the promotion of the schemes

H1: Women Entrepreneurs have become aware about the financial schemes from the efforts of the Government for the promotion of the schemes

H0: Government Financial Schemes have not effectively resulted into Promotion of Women Entrepreneurship

H2: Government Financial Schemes have effectively promoted women entrepreneurship.

H0: Promotion of women entrepreneurship does not need other non-financial support for effectiveness of financial scheme.

H3: Promotion of women entrepreneurship needs other non-financial support for effectiveness of financial scheme.

H4: Financial Schemes for Women Entrepreneurs need holistic coverage for enhancing their effectiveness.

The above statements are examined by using the appropriate method of the study and right kind of tools which are described in detail in the next chapter.

CHAPTER V- METHODOLOGY OF RESEARCH

Method of Research expresses the part of methodology used for the research which largely depends on the context of the study as it varies from context to context.

In the chapter on objectives and hypotheses; it is clearly mentioned that the researcher has opted to go for overall impact of the financial schemes available to Women Entrepreneurs from State Government, Central Government, Banks and Mahila Vikas Mahamandal

In all there are seven schemes taken for the study. The period of these schemes pertains to the year 2007 to 2013. This period chosen because the researcher has to include women entrepreneurs who have been in entrepreneurship for the range of 01 to 06 years, The span is appropriate from the view point of covering the enterprises sufficiently worked on and can respond the questions related to schemes as well the effect on promotion or establishment of those women entrepreneurs and other issues.

5.1 Population of Survey:

The most authentic sources are District Industry Center (DIC), Banks & MAVIM Pune; as the geographical area is from Pune and every unit needs to complete the formality of registration with DIC/MAVIM to avail the financial assistance of any nature for any objectives under most of the scheme floated by above entities.

The data collected from DIC, Banks & MAVIM revealed that in the time period of 2007-2008 to 2012-2013 there were 5865 entrepreneurs registered for different financial schemes i.e. roughly a thousand per year. Out of those 5865 entrepreneurs, 2179 were identified as women entrepreneurs.

5.2 Samples for the Survey:

Considering the population of 2179, the selection of 14 % units which comes to 305 units, is taken as a sample at an average level which represents a good number essential for the study.

The number is rounded of to 300 and as the study is aimed at gross or macro level it can sufficiently throw the light when considered the wide spread of locations of the units. Most of them are generally of sole proprietorships, SHG & Women Cluster in nature. The products and services are of commodity type and they are generally engaged in manufacturing of small items which are of home utility kind, the 14 % or 300 units is adequate and representative.

The major issue of the inquiry was that mere administering of the questionnaire is not sufficient but it was essential to have interaction with each of them which was time consuming

Being the study pertains to micro level examination and commodity type of products the specific statistical technique is not sorted for the selection of the sample.

Thus it is a kind of random sampling as the women entrepreneur gets chance to be a sample is equal. Secondly the choice of element in a sample was not on the basis of any random table figures because the nature and enterprise and their products and services (like manufacturing of spices or hand bags etc.) as well as the size of the population is around 2179 units also who registered themselves with DIC/MAVIM and for the study being at macro level and focusing as a core part about relationship between the financial schemes and whether resulted in to promotion of women entrepreneurs or not, use of specific stratified sampling method is not called for .

Therefore, above description presents that it is a Convenience Sampling Method

However, every care had been taken while designing the questions to be posed to women entrepreneurs which shall maintain the level of inquiry very appropriate and sample or the method would not affect the focus of the study. On the backdrop of above facts the researcher is convinced with the number to be considered as the sample is of representative in nature in the frame of study.

5.3 Statistical Tools for Analysis:

Considering the approach of the study, objectives and hypothetical statements, percentages, Binomial Test and Chi Square Test are used for the purpose and they are appropriate as many other researchers have used similar tests those were having the subject matter and context of the study of like nature of that of the researcher.

5.4 Data Collection

5.4.1 Secondary Data:

Secondary data is based on literature review from different sources like books, research papers, websites, journals and such other sources.

This data has been intended to be received for the purpose of

- (a) Understanding the various financial schemes
- (b) What kind of impact is expected from the such schemes
- (c) What are the indicators of the word promotion which is construed for the study context as creation of any kind of long term or sustainable advantage to the enterprise or to the woman entrepreneur
- (d) What are the factors which should coexist along with the financial assistance for the purpose of promotion of women entrepreneurs.

A detailed discussion has been made in previous chapter of literature review.

5.4.2 Primary Data:

Primary data is being collected by administration of close ended questionnaire to the entrepreneurs. The nature of the study is Descriptive. The technique is widely used and accepted as one of the scientific method.

Alone filling of the questionnaire independently was not sufficient. Rather every questionnaire is filled up along with interaction with each women entrepreneur which was time taking.

5.5 Pilot Survey:

A pilot survey was conducted for the purpose of checking the validity and reliability of the survey. The no of respondents chosen randomly were 25.

Cronbach Alpha count on testing worked out to 0.85, very few changes were required to be made in the questionnaire as such.

However, the questionnaire was given for the suggestion to the expert in the field for suggestions. Then the final questionnaire was prepared with small changes in pilot one.

The questions do have backward linkage to objectives as well as hypothetical statements.

Now the discussions regarding the questions are necessary in this place.

5.6 Questionnaire Designing and Development:

While developing the questions it is pertinent to link them with the objectives of the study and hypothetical statements of the study. **(Please refer Annexure B)**

Part I - Enterprise Details (Q. No. 1)

Part II – Scheme choice (Q. No 2)

Part III – Awareness and Promotion (Q. 3) (Hypothesis 01) (Objective 1)

Part IV: Primary or Nominal Promotion Level (Q.4) (Hypothesis 2) (Objective 2)

Real Promotion Level (Q.5 & Q.6 A) (Hypothesis2) (Objective2)

Financial & Non-financial reasons for Low Level of promotion (Q.6A&B)
(Hypothesis 3) (Objective 3)

Part V: Symbiotic Factors (Q.6 B &Q. 7) (Hypothesis 4) (Objective 4)

There are in all 07 questions with sufficient points embedded in the questions to throw light on all aspects related to objectives and hypothetical statements.

As many of the women entrepreneurs were not so much educated as they would answer very precisely and some of them were not having any knowledge of the

English Language which was evident from the size & nature of their businesses e.g. handbags and spices and so on; for having correctness in inquiry and survey the questionnaire **version in Marathi was also used for receiving response.**

This is annexed in Annexure B

The attempt is manifested in following discussions about the linkages and the points covered in the question with its intention.

Part I to collect the information about the details of the enterprise and the woman entrepreneur.

This part is essential for any kind of descriptive study and accordingly occupies the place in the beginning part of the questionnaire.

Part II gives the names of the schemes chosen for the study.

The schemes are:

1. TREAD - Trade Related Entrepreneurship Assistance & Development Scheme
2. MSE-CDP - Micro & Small Enterprises Cluster Development Programme
3. CGTMSE - Credit Guarantee Trust Fund for Micro & Small Enterprises
4. PNEGP - Prime Minister's Employment Generation Programme
5. SBI -SSP - State Bank of India's Stree Shakti Package
6. BOI -PY - Bank of India's Priyadarshini Yojana
7. TMRWP Tejaswini Maharashtra Rural Women Empowerment Programme

The choice of the scheme denotes the type of the finance woman entrepreneur has gone for and also it satisfies the part of the objectives of the study i.e. to understand the schemes and the kind of finance it is provided to woman entrepreneur.

All these seven schemes are the core part of the Government Schemes.

Part III deals with the awareness and real (and not nominal) promotion and its magnitude

The next question is related to awareness as Hypothesis one is related to the awareness of the scheme and it is significant to know the details of the different sources of awareness as that is the point where the ball starts rolling.

Higher the awareness from Government efforts; higher would be the number of availing women entrepreneurs is a most logical generalization.

In order to understand the composition of the sources; there are 8 sources given, with sufficient width of covering most probable source of awareness.

Similarly, the next part of the question is for a general inquiry, perception and feeling about the promotion in terms of help the women entrepreneurs received from the Scheme.

Generally, the respondents many a times find it difficult to spell out in exact words or manner to respond to the question as she is not so much familiar for giving such answers. In such circumstances in order to have the right and correct responses it is essential to give them clues and suggest them to straighten their thoughts. This procedure is useful for getting the right kind of responses which become meaningful resulting in giving right course to the data analysis as well.

Accordingly, such clues are given and at the same time the utmost care is taken that the questions should not become as loaded or leading questions also.

Question no 4 is posed to confirm whether the scheme has helped the woman entrepreneur in some way to promote her entrepreneurship.

This question is consistent with the objective number 3.

When the answer is affirmative, the kind of help they received from the assistance in financial terms; some points like a kick-start, initial burden reduction and relaxation etc. were given as clues which were taken from the literature review. This summarized the idea of such help in ordinary course she received from the schemes whether financial or non- financial.

Ref Literature

Development Paper 1304 – Creating an Enabling Environment for Women's Entrepreneurship in India by Hina Shah

Also if any other help is received then the respondents have a scope to mention them at the end of the question.

Additionally, a separate question is posed to get more details about how the scheme has helped them- with an expectation that more information can be sought on the details; as each entrepreneur may have some kind of benefit from the scheme which may be an added advantage than what have been the intentions of the designers of the scheme.

Now it becomes necessary from the promotion point of view to understand the magnitude of the assistance received particularly in promotion.

Ten variables or parameters are considered as the scope of promotional elements which can have impact on promotion. These parameters are evolved from the literature review.

Five classes in terms of percentages are made which can be considered as scale and Lickert Scale is used for the purpose of responses for each parameter.

The parameters are:

1. Received Expected Turnover
2. Received Expected Profits
3. Received Expected Reward as an Entrepreneur
4. Creation of Expected Generation of Employment
5. Addition of new products or services
6. Diversification
7. Social Status
8. Business Wisdom
9. Increase in Assets
- 10 Expansion of the unit

All above parameters and their magnitude in terms of the scale are essential indicators of the real promotion of the women entrepreneur as all of them are the real indicators of the promotion. If only increase in profit is taken; in isolation it shall indicate the

promotion, but does not indicate real promotion, rather it is a kind of Nominal Gain received by the woman entrepreneur.

When the light is thrown on attainments of these factors & subjected to analysis, then it can show real state of the Women entrepreneurial promotion because of availing of the financial scheme.

The attempt is made through this question to understand the relationship; and the effectiveness of the scheme as an overall effectiveness of summing up effect at conceptual level, which is linked to hypothetical statement number 2.

Now it becomes necessary to understand the reasons behind low promotion for which the threshold is kept as 40 % as there are many factors which can make it difficult to promote the enterprise above the threshold level.

Part IV deals with reasons behind the poor promotion.

Such entrepreneurs may spell out the reasons; for which only three clues are stated which are related to- amount of the finance, amount of the subsidy, and the inflation factor.

However, full attempt is made to dig out such other financial reasons.

In case of Non-Financial reasons five clues are given to the respondents and they have been asked to specify additional reasons according to them; to throw more light on the fact. This question is with reference to the hypothetical statement number 3.

In Part V with reference to hypothetical statement number 4, the question is posed regarding what are the other requirements of the women entrepreneurs along with the financial help which work as catalyst.

This question has a reference to the objective number three and four of the study.

Thus the questionnaire includes very relevant questions focusing on objectives of the study and comprehensively covers the scope of hypotheses.

The questions are well received by women entrepreneurs who were noticed at the time of pilot survey. It covers the real issues of entrepreneurial promotion of women entrepreneurs and the respondents of pilot survey encouraged the researcher as the subject matter of the study is emphasizing on real part of the promotion and not only nominal part which apparently renders the feel good touch to all the stake holders.

As the questions are perfectly linked to the objectives of the study and hypotheses, they have become balanced and weeds out any irrelevant element.

The next part is related to analysis of the responses which is DATA ANALYSIS and FINDINGS.

CHAPTER VI: DATA ANALYSIS AND FINDINGS

This chapter deals with the data received from Secondary and Primary Sources. The responses of each question are presented in suitable forms and inferences are drawn from the analysis. It also has a connect with the hypothetical statements.

The details of the schemes are given in the chapter of literature review and sufficient discussions are made at that place about the objectives of the scheme and eligibility of Women entrepreneurs and the kind of assistance intended to be provided to women entrepreneurs

The sample chosen is 14 % of the population (300 i.e. @14% of 2179) and the number of women entrepreneurs were 300 to whom the questionnaire has been administered and responses were sought either in English or Marathi along with the interaction

Out of these 300 women entrepreneurs 15 enterprises were almost closed and were not of good relevance to subject matter of the study.

Therefore, the number of actual respondents boiled down to 285 women entrepreneurs.

The entire questionnaire is coded properly for the purpose of feeding data in to SPSS and for obtaining the analysis.

Thus the percentages hereafter represented or other figures hereafter represented are in relation to 285 women entrepreneurs and the reader should take it for the same figure.

Only, 55 women entrepreneurs have responded to English and remaining 230 have responded to questions which are in Marathi which is annexed as Annexure B

6.1 Analysis related to the Year-wise Composition & the Type of Financial Scheme Availed:

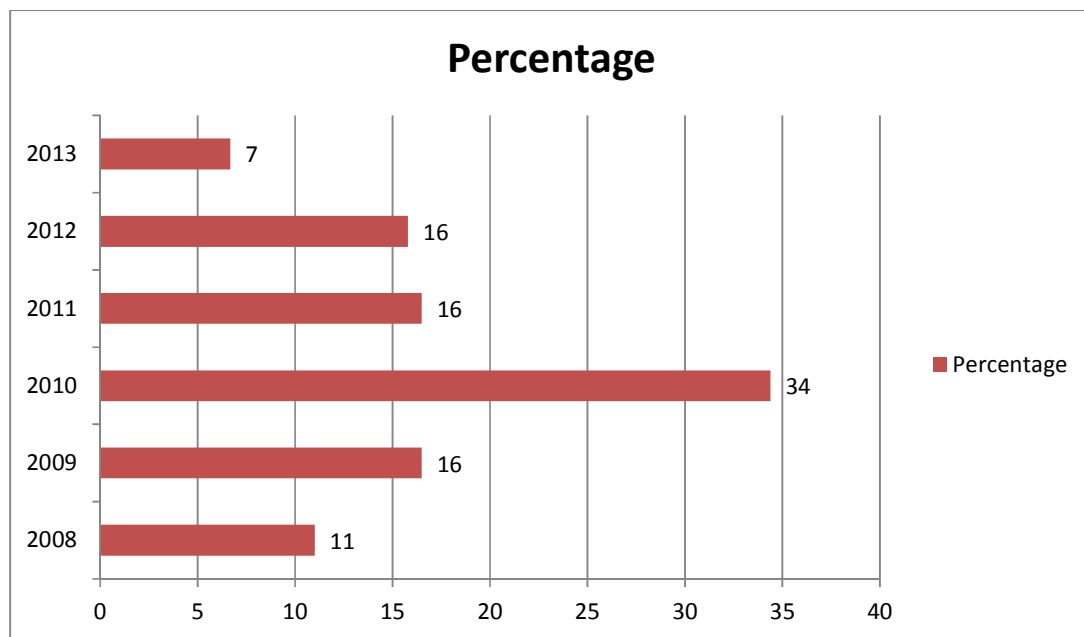
The selection of women entrepreneurs is done from the registrations details received from DIC, MAVIM, MCCIA Registration list, for the period 2008 to 2013

Out of this the year wise composition of establishments is as follows:

Table 6.1: Year wise composition of Women Enterprises

Year	No of Women Enterprises	Percentage
2008	29	11.00
2009	47	16.00
2010	98	34.00
2011	47	16.00
2012	45	16.00
2013	19	07.00
Total	285	100.00

CHART 6.1: Year wise composition of women enterprises



Inferences:

1. As the awareness of the schemes and particularly self-help group came into momentum during the year 2010, the probable reason is to receive the enterprise

registrations from 2009 to 2011 occupy 192 entries. This is a probability and not a claim of any nature or specific cause on finding them in that particular order of the number but the fact is noticed which is presented here as a matter of fact.

2. However, from the research point of view it is a favorable situation for the researcher as 89 % of units have good number of experience when the survey was conducted in the year 2014 mid part of the year, that the responses have more authenticity as compared to receiving responses from the women entrepreneurs who have just one or two years' experience of running the enterprise.

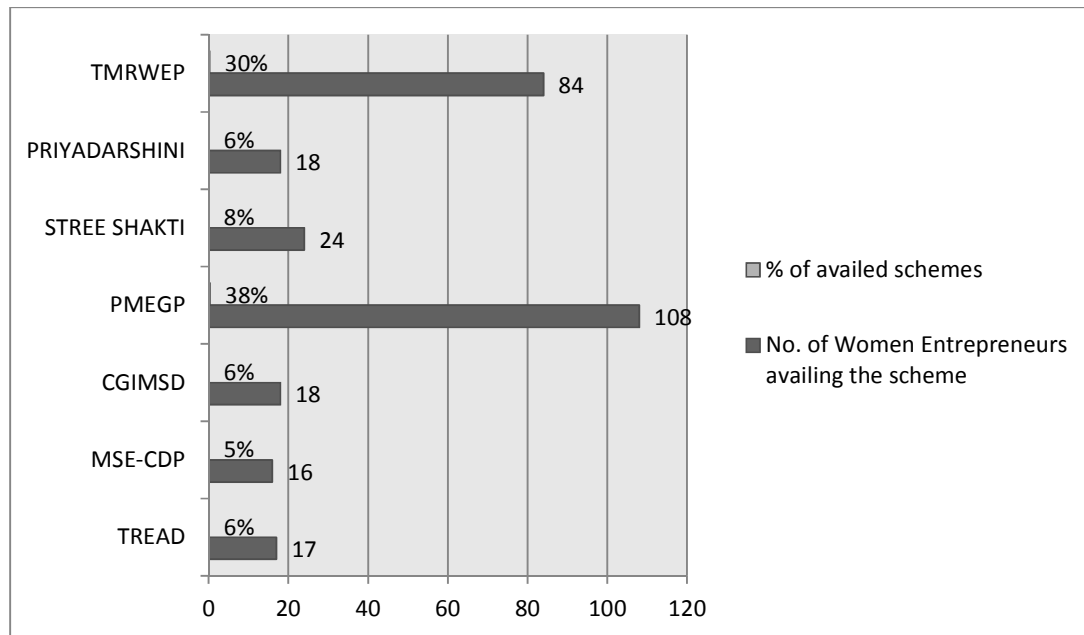
Question No 01. This question is about which type of financial scheme has been availed by the respective respondent woman entrepreneur.

The responses were tabulated and it revealed the following composition.

Table 6.2 Composition of Financial Scheme Availed

Sr. No	Name of the Scheme	No of Women Entrepreneurs who availed the scheme	Percentage of availed scheme Rounded off to nearest integer
01	TREAD	17	6.00
02	MSE – CDP	16	5.00
03	CGTMSE	18	6.00
04	PMEGP	108	39.00
05	STREE SHAKTI	24	8.00
06	PRIYDARSHINI	18	6.00
07	TMRWEP	84	30.00
	Total	285	100.00

CHART 6.2 Composition of Financial Scheme Availed



Inference: PMEGP and scheme TMRWEP constitute almost 68 % of the schemes, which follows the natural law of 80: 20 proportions.

The probable reasons is that these schemes are more suitable and there is some ease in obtaining finance as they are operated through DIC/Banks and Vikas Mahamandal.

6.2 Analysis related to Promotional Awareness of the Scheme

Question No. 3 relates to understanding the source of awareness about the scheme.

The responses were related to in all 08 sources. The table reveals following figures

In any other source 08 respondents responded about other sources which were having the number as under:

1. Articles in various magazines -5. Articles in Newspaper Supplements -3

Table 6.3 Composition of Sources leading to Awareness of Financial Schemes

Sr. No	Source of awareness	No of women entrepreneurs received information from the respective source	Percentage of availed scheme Rounded off to nearest integer
01	Consultants	184	66.00
02	Friends	32	12.00
03	Working Relative	03	1.00
04	Radio/TV Advertisement	12	4.00
05	Advertisement in Bank	11	4.00
06	Advertisement by NGO	18	6.00
07	Training Programme	05	1.00
08	Advertisement in Newspaper	12	4.00
09	Other than above	08	2.00
	Total	285	100.00

Inference: 78 % respondents have received the basic information which can lead to awareness is from the sources other than radio or advertisements which are given by the Government or other promotion media used by Government.

This throws light on the Hypothesis Statement no 01 which is:

Null Hypothesis

H0: Women Entrepreneurs do not become aware about the financial schemes from the efforts of the Government for the promotion of the schemes

Alternative Hypothesis:

H1: Women Entrepreneurs become aware about the financial schemes from the efforts of the Government for the promotion of the schemes

As the percentage of Non-Government sources is 81 % when the percentages of item no 01, 02, 03 and 09 are aggregated,

Additionally Chi-square test is used and as a result the following values were received.

Table 6.4 Chi-Square Test values For Hypothesis 1

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.000(a)	16	.220
Likelihood Ratio	16.094	16	.446
Linear-by-Linear Association	1.359	1	.244
N of Valid Cases	5		

Chi-square value (0.220 >0.05)---H0 accepted ---for 1st hypothesis

Null Hypothesis is well supported & therefore Alternative hypothesis is rejected & Null hypothesis is accepted on its own due merits of percentage which is 81 %

6.3 Analysis related to Primary level of Promotion of the Schemes

Question No.4 is related to the help received for the promotion of their entrepreneurship. The question is of dichotomous nature and this is just asked to know the apparent confirmation of the perception about the help.

All the entrepreneurs have given positive answer as in some way or the other it has helped them.

Inference – All the schemes in some way or the other have helped them for promotion of the enterprise. However, in this subject of the study the approach is not restricted to only starting of the unit, and in later part of the questionnaire specific questions regarding long term or sustainable benefit are posed. Prima facie the positive answers from all respondents are an indication of the right kind of the inquiry.

The next question was to satisfy in understanding the primary level of promotion.

Although the answer is affirmative by all the respondents, the nature of help is necessary to be thrown light upon for the purpose of understanding the kind of combinations or coupling of benefits in terms of help and therefore the Question No.4.1 consists of 7 types of help from (a) to (g) which are very common for their understanding and the response.

(h) Option is given for any other help which is not covered by (a) to (g), the kind of help they received which is spelt out as follows:

1. 10 respondents responded that there could be early entry in the market because of financial schemes.
2. 8 respondents answered that in anticipation of financial help to be received they could have a consent from the vendors about the supplying of the raw material which assurance was important for them when vendors have an early idea about starting their enterprise in near future .

Table 6.5: Typology and Magnitude of Nature of Help

Sr. No	Type of Help / Nature of help	No of affirmative responses	Percentage to 285 respondents
(a)	Availed of the Scheme	285	100%
(b)	Help in Kick Start	285	100%
(c)	Reduction in burden of initial overheads	175	61%
(d)	Self-Employment	273	96%
(e)	Saving in interest cost	165	58%
(f)	Capital Relaxation	112	40%

(g)	Credit Guarantee	15	05%
(h)	1.Early Entry in Market	10	04%
	2. Early intimation to Vendors	8	03%

Inference: The question was posed from the view point of Objective No.3, and above percentages indicates that primary level promotion is being effectively taken place from the financial schemes.

The major components of help are Kick start, Running effectively and Reduction in initial overheads.

Other types of help like reduction in interest and capital relaxation constitute 58 % and 40 %.

The Key advantages concluded are two

(a) Self Employment and

(b) Kick Starting & running effectively

Thus beginning is possible because of the schemes. However, the key issue in promotion is always relates to how many of them have not only survived but grown to some level.

The mortality rate of small enterprises is very high and also birth rate is very high; so long-term benefits are essentially to be taken as real promotion which is the real subject matter of the study.

From the view point of Objective No 3, this can be considered as primary promotion or nominal promotion and one can conclude that such schemes are positively helping the women entrepreneurs to stand on their feet in initial stage.

6.4 Analysis related to Real Level of Promotion of the Scheme

The real promotion details are dealt within Q. 5, 6(A), 6(B) and Q.7

Question no.5 relates to actual level of real promotion and its indicators are being responded by the respondents who are indicating their perception for which the five levels of percentage scaling is used which is on the lines of Lickert Scale from number 01 to 05 with ascending order.

The responses to the 10 different indicators are tabled below:

Table No. 6.6 Level of Agreement about Indicators of Promotion:

Sr. No	Scale in Percentage	Below20%	21 to 40	41 to 60	61 to 80	Above 80	Total
	Factor of attainment	01	02	03	04	05	
01	Received Expected Turnover	33	55	128	42	27	285
	Percentage	11.51	19.30	44.92	14.73	09.47	100%
02	Received Expected Profits	166	56	28	18	17	285
	Percentage	58.25	19.65	09.83	06.31	05.96	100%
03	Creation of Expected Generation of Employment	172	35	17	36	25	285
	Percentage	60.35	12.29	05.96	12.63	08.77	100%
04	Received Expected Entrepreneurial Reward	30	142	50	38	25	285
	Percentage	10.53	49.83	17.54	13.33	08.77	100%
05	Addition of new products and services	151	46	25	40	23	285
	Percentage	52.98	16.14	08.77	14.04	08.07	100%
06	Diversification	212	25	27	11	10	285
	Percentage	74.39	08.78	09.48	03.85	03.50	100%
07	Social Status	29	26	182	36	12	285

	Percentage	10.18	09.13	63.85	12.63	04.21	100%
08	Business wisdom	21	196	07	35	26	285
	Percentage	07.37	68.78	02.45	12.28	09.12	100%
09	Increase in Assets	206	27	15	18	19	285
	Percentage	72.29	09.48	05.26	06.31	06.66	100%
10	Expansion of the unit	232	16	12	18	07	285
		81.40	05.62	04.22	06.31	02.45	100%

Inferences:

Each indicator and its percentage is the basis for the inferences drawn towards the success of financial schemes in creation of real promotion of women entrepreneurs which are to be seen with each individual indicator and then collectively.

The threshold of accepting the indicator leading to real promotion of women entrepreneurs (being attainment of the long term gain in terms of indicator) is taken as 40 %; in respect of level of agreement to the indicated result or outcome.

Generally, the threshold considered in ordinary course is 50 %. However; the researcher has brought it down with the following rationale.

1. Perception of women entrepreneurs need to be normalized as during pilot survey it is noticed that some women entrepreneurs have bit scaled up the response and some have unnecessarily lowered. This is more over a psychographic hidden factor creeping in on account of the high degree of response is considered as success. Therefore, to normalize the responses or a kind of averaging them threshold is taken as 40 %.

2. The 10% reduction in normal threshold also weeds out the bias element regarding the strength of the schemes. Rather this threshold is giving right weight to the schemes and to the efforts of entrepreneurs.

Thus when each individual indicator if having more than supporting response from women entrepreneurs individually then it shall lead to the conclusion that it has effectively promoted the women entrepreneur on that factor account

For the convenience of the Reader, the Parts of table no 6.6 are reproduced here:

(Therefore, separate table number is not given to them)

(Part of Table no 6.6)

Sr. No	Scale in Percentage	Below20%	21 to 40	41 to 60	61 to 80	Above 80	Total
	Factor of attainment	01	02	03	04	05	
01	Received Expected Turnover	33	55	128	42	27	285
	Percentage	11.51	19.30	44.92	14.73	09.47	100.%
02	Received Expected Profits	166	56	28	18	17	285
	Percentage	58.25	19.65	09.83	06.31	05.96	100%

Inferences:

(1) In the case of turnover, 30.81 % respondents fall into the agreement level which is below 40 % and 69.19 % are having agreement towards that they have achieved the expected turnover.

This indicates that as far as the parameter of turnover is concerned the real promotion has taken place. This parameter shows that financial schemes are effective in this regard.

(2) In case of Receiving expected profits, 77.90 % are not in agreement of having received it. This is despite the fact that schemes are effective in achieving the expected turnovers. Therefore it is considered as not effective indication in respect of this attainment and the entrepreneurs are not getting enough financial rewards for their efforts.

(Part of Table 6.6)

Sr. No	Scale in Percentage	Below20%	21 to 40	41 to 60	61 to 80	Above 80	Total
	Factor of attainment	01	02	03	04	05	
03	Expected Generation of Employment	172	35	17	36	25	285
	Percentage	60.35	12.29	05.96	12.63	08.77	100%
04	Received Expected Entrepreneurship Rewards	30	142	50	38	25	285
	Percentage	10.53	49.83	17.54	13.33	08.77	100%
05	Addition of new products and services	151	46	25	40	23	285
	Percentage	52.98	16.14	08.77	14.04	08.07	100%
06	Diversification	212	25	27	11	10	285

(3) As far as employment generation is considered; only 27.36 % have shown their agreement level to that, there was satisfactory level of employment generation. This might be due to the less profit which is hindering the expansion or addition of new products. This leads to the conclusion that the schemes have not led to real promotion i.e. not effective.

(4) Entrepreneurs do have a kind of feeling of self-creation, which is not a monetary gain but an inner satisfaction arising out of entrepreneurial spirit. 60.36 % of them have not received this kind of entrepreneurial reward .Therefore, it is inferred that on this account there is no effectiveness of promotion.

(5) Only 30.88% could add other services or products and therefore it is inferred that adding new products or services which normally take place in ordinary course of enterprise, whether financially aided or not, is marginal and leads to the inference of non-attainment i.e. ineffective in real promotion.

(6) Diversification is possible when the enterprise normally gets well established in terms of profits and the retention of the profit and thus it is a very high level of promotion. In this regard only 16.83% are successful to achieve the same. However,

largely it is found by the figure of 83.17 %, that the schemes have not rendered this benefit and so are not effective on this account.

Part of Table 6.6

Sr. No	Scale in Percentage	Below20%	21 to 40	41 to 60	61 to 80	Above 80	Total
	Factor of attainment	01	02	03	04	05	
07	Social Status	29	26	182	36	12	285
	Percentage	10.18	09.13	63.85	12.63	04.21	100%
08	Business wisdom	21	196	07	35	26	285
	Percentage	07.37	68.78	02.45	12.28	09.12	100%
09	Increase in Assets	206	27	15	18	19	285
	Percentage	72.29	09.48	05.26	06.31	06.66	100%
10	Expansion of the unit	232	16	12	18	07	285
	Percentage	81.40	05.62	04.22	06.31	02.45	100%

(7) There is a very strong and positive sign in terms of social status received; by 80.69 %, about which the schemes have phenomenal effectiveness.

(8) 76.15 % show that the business wisdom level is not grasped much and the probable reason is lack of exposure or scaling. As a result only 23.85% are in a position to achieve it and thus it can be concluded that in this regard the schemes are not effective on the basis of threshold of 40 %.

(9) Generally, the growth of enterprise is reflected in terms of increase in assets which can be used for a long term; one of the kind of suitability factor. But only 18.23 % have received this advantage and 81.77 % did not receive it which indicates non effective state of the indicator.

(10) 87% could not expand the unit as they did not receive the kind of momentum required to get in to expansion. Thus as far as expansion result is concerned the schemes are very marginally effective.

Table 6.7 Indicator wise Summary of Level of Effectiveness:

Sr. No	Factor of Attainment	% of level of disagreement	% of level of agreement	Direction based Inference about effectiveness
01	Expected Turnover Received	30.81	61.19	Effective
02	Expected Profits Received	77.90	22.10	Not Effective
03	Creation of Expected Generation of Employment	72.64	27.36	Not Effective
04	Entrepreneurial Reward Received	60.34	39.64	Not Effective
05	Addition of new product and services	69.12	30.88	Not Effective
06	Diversification	83.17	16.83	Not Effective
07	Social Status	19.31	80.69	Effective
08	Business Wisdom	76.15	23.85	Not Effective
09	Increase in Assets	81.77	18.23	Not Effective
10	Expansion of Unit	87.00	13.00	Not Effective

From the above table it is seen that out of 10 indicators 02 indicators are denoting positive direction about effectiveness and remaining 08 are showing denial to agreement of effectiveness.

6.5 Analysis related to Financial Reasons of non-attainment of the Scheme

Q.6 (A): The question is related to financial reasons for non-attainment of factors mentioned in Question 5.

The question is supposed to be answered by those who have ticked more than 5 indicators on scale of percentage below or equal to 40%.

Those were counted from the response sheets and found that there are only 53 respondents who are not in such a category and 232 have ticked in the 0-40% zone with more than 5 items.

The responses:

Q.6. (A)1. The amount of financial assistance is insufficient.

90.51% respondents i.e. 210 out of total 232 have shown their agreement, whereas 22 respondents were not affirmative

Q.6.(A)2.The amount of subsidy is disproportionately low as compared to the project outlay.

95.68% i.e. 222 respondents agreed and 10 have shown negative response

Q.6 (A)3.The inflation factor is not considered while determining the length of the scheme

100% i.e. all the respondents who were 232 in number have agreed to this statement.

Q.6.(A) 4. The sanction is sought much faster but there is much delay in disbursement of funds.

90.51% i.e. 210 respondents agreed and 22 did not agree.

Q.6(A)5. The reasons for finance I needed which were not matching with the allocation of funds earmarked for the purpose.

100% i.e. all 232 respondents agreed to the statement.

Q.6 (A) 6.The problems of recovery from customers and lack of working capital funds.

0% i.e. all the 232 respondents agreed to the statement.

From responses given to Question No 6 (A) 1 to 6 (A) 6 it is noticed that all the responses are above 50%.

Following Hypothetical statements are formulated in respect of effectiveness and parameters of real promotion are evolved.

H0 : Government Financial Schemes have not effectively facilitated promotion of women entrepreneurs

H2 : Government Financial Schemes have effectively facilitated promotion of Women Entrepreneurship

According to **Q.5, Table-6;** as 8 out of 10 factors of attainment are showing the result of direction of **non-effectiveness** and threshold is 5 out of 10 i.e. 50 % and the Table-6 shows that 80% of the factors of attainment belonging to real promotion are non-effective. (And responses to Q.6 (A) also throw additional support with reasons which are above 50%).

For Hypothesis 2

Additionally Chi-square test is used and as a result the following values were received.

Table 6.8 Chi-Square Test Values for Hypothesis 2

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.000(a)	36	.297
Likelihood Ratio	32.189	36	.651
Linear-by-Linear Association	1.895	1	.169
N of Valid Cases	10		

Chi-square value (0.297 >0.05) --- H0 accepted ---for 2st hypothesis

As the of value p is more than 0.05 i.e. 0.297, leads to the conclusion that, Null Hypothesis is accepted and alternative is rejected.

6.6 Analysis related to Non-financial Reasons of non-attainment of the Scheme

Q.No.6 (B) is related to Non-financial Reasons.

The factors which have overrun the cost because they were compelled to outsource to the consultant.

**Table No 6.9 Composition of Responses to Non-financial reasons
(Given in Questioner)**

Sr.No.	Non-Financial Reasons/Factors	Affirmative	Non-Affirmative
6B (a)	Labour laws & submission of reports	212	73
6B (b)	Keeping Books of Account	187	98
6B (c)	Registrations & Licenses	145	140
6B (d)	Income Tax Returns	142	143
6B (e)	VAT & other returns	147	138

In addition to this, other likely factors were given as clues by the respondents. They have given these factors from their own experiences which were not exactly in the same words as mentioned in the following table. The nutshell meaning of their expressions is worded in the following table.

Table No. 6.10 Composition of additional factors from respondents.

Sr.No.	Non-Financial Factors/Reasons	Affirmative	Non-Affirmative
6B (f)	Service Tax/ P.F. Returns	156	129
6B (g)	Human Resource Management Function	187	98
6B (h)	Marketing Management Function	214	71
6B (i)	Networking Abilities	157	128

6B (j)	Communication skills	177	108
6B (k)	Basic I.T. Knowledge like M.S.Office	182	103
6 B (l)	Technology awareness	163	122
6B(m)	Quality Awareness	152	133
6B (n)	Employee Safety Training	166	119

In Table No.6.9& Table No.6.10, affirmative responses are exceeding the number 145, which is threshold number. This sufficiently throws light on Hypothesis No.3.

Ho: Promotion of women entrepreneurship does not need other non-financial support for effectiveness of financial scheme.

H3: Promotion of women entrepreneurship needs other non-financial support for effectiveness of financial scheme.

It is inferred that in respect of all factors, the number of respondents are crossing the number 145 & evidently 13 factors lead to the conclusion that rejects the NULL Hypothesis & also positively support the alternative hypothesis.

Alternatively Chi-square test is used and as a result the following values were received

Table 6.11: Chi-Square Test Values For Hypothesis 3

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.000(a)	27	.027
Likelihood Ratio	12.189	27	.651
Linear-by-Linear Association	1.895	1	.169
N of Valid Cases	10		

Chi-square value (0.027 < 0.05) P = 0.027 indicates Ho is rejected

Therefore alternative hypothesis is accepted.

6.7 Analysis related to Symbiotic factors of the Scheme

Question No.7 is related to symbiotic factors which are a blend of non-financial factors necessary with financial factors to make the scheme comprehensive.

Table No. 6.12 Composition of Responses to Symbiotic factors.

Sr.No.	Factors	No. of Affirmative
Q7 (a)	Reference to Inflation	241
Q7 (b)	Separate fund for training	256
i	Legal Aspects	217
ii	Marketing	205
iii	Inventory Management	185
iv	Human Resource Management	197
v	Working Capital management	248

Question 7(c) is related to funding for cost overruns. In addition to above; the respondents have responded in their own words which are reworded by the researcher as a full common expression which are shown in the following table.

Table No.6.13 Composition of factors reveled by the respondents

Sr.No.	Factors	No. of Affirmative
Q7 (c)	Provision of funds for cost overruns beyond the control of entrepreneur	185
Q7 (d)	Flexibility in need based funds allocation	212
Q7 (e)	Tax subsidies during initial years	190
Q7 (f)	Consortium for common infrastructural facilities	35
Q7 (g)	Continuous upgrading to adept changes in market & customer base & internal management	185
Q7 (h)	Single window for approval for the scheme	238

Q7 (i)	Single window for operation of the scheme	238
Q7 (j)	Single website for information of all the government schemes	123

Responses to question no.7, including posed & given on their own; are exceeding the normal threshold percentage of 50% (i.e.145) leads to the conclusion that hypothesis

H4 : Financial schemes for women entrepreneurs need holistic coverage for enhancing their effectiveness.

Therefore Hypothesis No.4 is accepted.

The Correlation between a particular test & factors related to holistic approach were tested for their relationship. Accordingly there are seven Schemes & seven factors; totaling to 49 factors. The following table shows the state of relationship whether significant or insignificant.

(Please refer to Table No.6.14 at the end of the Chapter)

With a holistic approach consideration; out of 49 factors, 28 factors have positive correlation i.e. greater than 0.5, therefore it is supported. Even statistically Hypothetical Statement No. 4 is accepted.

6.8 Summary of Hypotheses & Findings of the Scheme

Following is a summary of status of hypothesis.

Table No.6.14 Status of Hypothesis

Sr. No.	Particulars	Accepted/ Rejected
H0	Women Entrepreneurs do not become aware about the financial schemes from the efforts of the Government for the promotion of the schemes	Accepted
H1	Women Entrepreneurs become aware about the financial	Rejected

	schemes from the efforts of the Government for the promotion of the schemes	
H0	Government Financial Schemes have not effectively facilitated promotion of women entrepreneurship	Accepted
H2	Government Financial Schemes have effectively facilitated promotion of women Entrepreneurship	Rejected
H0	Promotion of women entrepreneurship does not need other non-financial support for effectiveness of financial scheme.	Rejected
H3	Promotion of women entrepreneurship needs other non-financial support for effectiveness of financial scheme	Accepted
H4	Financial schemes for women entrepreneurs need holistic coverage for enhancing their effectiveness	Accepted

Summary of Findings:

Data analysis has revealed the following findings which are summarized below.

Question 2. This question is about which type of financial scheme has been availed by the respective respondent woman entrepreneur.

PMEGP Scheme & TMRWEP constitute almost 68 % of the schemes which follows the natural law of 80: 20 proportions.

The probable reasons is that these schemes are more suitable, more women oriented and there is some ease in obtaining finance as they are operated through banks and Vikas Mahamandal.

Question 3 relates to understanding the source of awareness about the scheme.

78 % respondents have received the basic information from consultant or friends which can lead to conclusion that awareness is from the sources other than radio, TV

or print media advertisements which are given by the Government or other promotion media used by Government.

Question No 4 is related to the help received for the Promotion of their Entrepreneurship

From the view point of an objective; primary level promotion is being effectively taken place from the financial schemes.

4b. All the respondents i.e. 100% said that the financial scheme helped them someway in kick-starting the business.

4c. 61% responded that there was reduction in burden of initial overheads.

4d. 96% responded that they got the opportunity to be self-employed.

4e. 58% responded that there was saving in the interest cost.

4f. 40% responded that they got the benefit of capital subsidy.

4g. 5% responded that Credit Guarantee Scheme was useful for them.

4h. 4% responded that the scheme helped them for early entry in the market & early intimation to vendors.

Q. 5 is related to the ten levels of agreement about indication of Promotion, which are as follows

(1) 30.81 % respondents fall into the agreement level which is below 40 % and 69.19 % are having agreement towards that they have achieved the expected turnover.

This indicates that as far as this parameter is concerned the real promotion has taken place. This parameter shows that financial schemes are effective in this regard.

(2) In case of Receiving expected profits, 77.90 % are not in agreement of having received it and therefore it is considered as not effective indication in respect of this attainment.

(3) As far as creation of employment generation only 27.36 % have shown their agreement level to that there was satisfactory level of employment generation. This might be due to the less profit which is hindering the expansion or addition of new products. Therefore it is inferred that this has not lead to real promotion i.e. not effective.

(4) Entrepreneurs do have a kind of feeling of self-creation, which is not a monetary gain but an inner satisfaction arising out of entrepreneurial spirit. 60.36 % of them have not received this kind of entrepreneurial reward. Therefore, it is inferred that on this account there is no effectiveness of promotion.

(5) Only 30.88% could add other services or products and therefore it is inferred that adding new products or services which normally takes place in ordinary course of enterprise; whether financially aided or not, is marginal and leads to the inference of non-attainment i.e. ineffective in real promotion.

(6) Diversification is possible when the enterprise normally gets well established in terms of profits and the retention of the profit and thus it is a very high level of promotion. In this regard as only 16.83% are successful to achieve the same. However, largely, it is found by the figure of 83.17 % that the schemes have not rendered this benefit and so are not effective on this account.

(7) There is a very strong and positive sign in terms of social status received by 80.69 % about which the schemes have phenomenal effectiveness.

(8) 76.15 % show that the business wisdom level is not grasped much and the probable reason is lack of exposure or scaling. As a result only 23.85% are in a position to achieve it and thus it can be concluded that in this regard the schemes are not effective on the basis of threshold of 40 %.

(9) Generally, the growth of enterprise is reflected in terms of increase in assets which can be used for a long term, one of the kinds of sustainability factor. But only 18.23 % have received this advantage and 81.77 % did not receive it which indicates non effective state of the indicator.

(10) 87% could not expand the unit as they did not receive the kind of momentum required to get in to expansion. Thus as far as expansion result is concerned the schemes are very marginally effective.

Findings for **Q.6 A, Q.6 B & Q.7** have already been discussed in detail in analysis part.

TABLE 6.15 SYMBIOTIC FACTORS RESPONSIBLE FOR NON-ATTAINMENT OF THE SCHEME

SR. NO.	SCHEME	FACTORS	Q7a	Q7b	Q7b(i)	Q7b(ii)	Q7(b)iii	Q7b(iv)	Q7b(v)	CORRELATION COEFFICIENT	SIGNIFICANT/ IN-SIGNIFICANT
1	TREAD	INFLATION RATE	0.796							0.796	SIGNIFICANT
		FUNDS FOR TRAINING		0.153						0.153	IN-SIGNIFICANT
		LEGAL FORMALITIES			0.537					0.537	SIGNIFICANT
		MARKETING				0.669				0.669	SIGNIFICANT
		INVENTORY MANAGEMENT					0.112			0.112	IN-SIGNIFICANT
		H.R. MANAGEMENT						0.501		0.501	SIGNIFICANT
		WORKING CAPITAL MAGMT.							0.878	0.878	SIGNIFICANT
2	MSE – CDP	INFLATION RATE	0.707							0.707	SIGNIFICANT
		FUNDS FOR TRAINING		0.244						0.244	IN-SIGNIFICANT
		LEGAL FORMALITIES			0.913					0.913	SIGNIFICANT
		MARKETING				0.389				0.389	IN-SIGNIFICANT
		INVENTORY MANAGEMENT					0.742			0.742	SIGNIFICANT
		H.R. MANAGEMENT						0.253		0.253	IN-SIGNIFICANT
		WORKING CAPITAL MAGMT.							0.953	0.953	SIGNIFICANT
3	CGIMSD	INFLATION RATE	0.232							0.232	IN-SIGNIFICANT
		FUNDS FOR TRAINING		0.505						0.505	SIGNIFICANT
		LEGAL FORMALITIES			0.332					0.332	IN-SIGNIFICANT
		MARKETING				0.111				0.111	IN-SIGNIFICANT
		INVENTORY MANAGEMENT					0.728			0.728	SIGNIFICANT
		H.R. MANAGEMENT						0.449		0.449	IN-SIGNIFICANT
		WORKING CAPITAL MAGMT.							0.808	0.808	SIGNIFICANT

4	PMEGP	INFLATION RATE	0.573						0.573	SIGNIFICANT	
		FUNDS FOR TRAINING		0.015					0.015	IN-SIGNIFICANT	
		LEGAL FORMALITIES			0.43				0.43	IN-SIGNIFICANT	
		MARKETING				0.649			0.649	SIGNIFICANT	
		INVENTORY MANAGEMENT					0.321		0.321	IN-SIGNIFICANT	
		H.R. MANAGEMENT						0.723	0.723	SIGNIFICANT	
		WORKING CAPITAL MAGMT.							0.994	0.994	SIGNIFICANT
5	STREE SHAKTI	INFLATION RATE	0.316						0.316	IN-SIGNIFICANT	
		FUNDS FOR TRAINING		0.695					0.695	SIGNIFICANT	
		LEGAL FORMALITIES			0.526				0.526	SIGNIFICANT	
		MARKETING				0.55			0.55	SIGNIFICANT	
		INVENTORY MANAGEMENT					0.041		0.041	IN-SIGNIFICANT	
		H.R. MANAGEMENT						0.85	0.85	SIGNIFICANT	
		WORKING CAPITAL MAGMT.							0.481	0.481	IN-SIGNIFICANT
6	PRIYDARSHINI	INFLATION RATE	0.601						0.601	SIGNIFICANT	
		FUNDS FOR TRAINING		0.141					0.141	IN-SIGNIFICANT	
		LEGAL FORMALITIES			0.461				0.461	IN-SIGNIFICANT	
		MARKETING				0.977			0.977	SIGNIFICANT	
		INVENTORY MANAGEMENT					0.728		0.728	SIGNIFICANT	
		H.R. MANAGEMENT						0.449	0.449	IN-SIGNIFICANT	
		WORKING CAPITAL MAGMT.							0.808	0.808	SIGNIFICANT
7	TMRWEP	INFLATION RATE	0.601						0.601	SIGNIFICANT	
		FUNDS FOR TRAINING		0.141					0.141	IN-SIGNIFICANT	
		LEGAL FORMALITIES			0.461				0.461	IN-SIGNIFICANT	
		MARKETING				0.977			0.977	SIGNIFICANT	
		INVENTORY MANAGEMENT					0.728		0.728	SIGNIFICANT	
		H.R. MANAGEMENT						0.449	0.449	IN-SIGNIFICANT	
		WORKING CAPITAL MAGMT.							0.808	0.808	SIGNIFICANT

CHAPTER VII – FINDINGS & SUGGESTIONS

7.1 Findings of the Study-

Prime Minister Employment Generation Programme (PMEGP) & Tejaswini Maharashtra Rural Women Empowerment Programme (TMRWEP) have constituted 68 % of the availed schemes (192 out of Total 285). Those two Schemes were found to be the most availed Schemes amongst the seven schemes chosen for the study.

- **Findings related to PMEGP Schemes-**

- 1) All beneficiaries had undergone Entrepreneurship Development Programme (EDP) before release of the sanctioned loan.
- 2) The training programme was mandatory for release of the first installment of the loan.
- 3) Duration of EDP was 6 working days for Projects costing up to 5 lakhs & 10 days for the projects above 5 lakhs.
- 4) Khadi & Village Industries Commission (KVIC) has made a tie up with Rural Self Employment Training Institute (RSETI) & Rural Development Self Employment Training Institute (RUDSETI). These training centers network is being utilized for the purpose of imparting EDP.
- 5) Pune has got three EDP training centres; two in Pune city & one is at Narhe, Tal-Haveli.
- 6) It was found that there was a Time frame for conducting EDP, i.e. EDP were being conducted within a period of one month from date of receipt of applications from KVIC/KVIB/DIC.
- 7) Some Training centers are offering handholding services to the trainees for a period of up to 3 (three) years. This was found to address teething problems, sanction of loan and to ensure that the units were properly grounded
- 8) It was found that the objectives of the training have helped all the units in financial and marketing. These were matching with the needs of the Women Entrepreneurs.
- 9) PMEGP was found to be well received because besides the Margin Money subsidy the Scheme provides separate fund outlay for backward forward linkages by organizing Entrepreneurship Development and other training programmes, awareness camps, workshops, publicity, physical verification of units, etc.

- **Findings related to TMRWEP-**

10) The overall goal of the Project was found to be pro-Poor women- very practical & flexible.

11) The Program has found to have adopted a flexible approach to work with existing SHGs & in formation of new SHGs.

12) By providing access to micro finance services the scheme has opened new & better livelihood opportunities to women.

13) The awareness campaigns promoted by the scheme in terms of legal, policy provisions were found to be useful for women.

14) Community Managed Resource Centre (CMRC) which functions independently was found to be helpful for the SHG through Sahyoginies in giving training.

15) *MAVIM has entered into an agreement with ICICI Bank for mobilising credit for SHGs which has resulted in sort of a single window system.*

- **Findings about Source of Awareness of the Scheme-**

16) 78 % respondents have received the basic information from consultant or friends which can lead to conclusion that awareness is from the sources other than radio, TV or print media advertisements; which normally are given by the Government or other promotion media used by Government.

- **Findings about Primary level of Promotion-**

17) From the view point of an Objective; Primary Level Promotion is being effectively taken place from the financial schemes. 100% respondents said that the Financial Schemes helped them somewhat in kick-starting the business.

18) 61% responded that there was reduction in burden of initial overheads. 96% responded that they got the opportunity to be self-employed.

19) 58% responded that there was saving in the interest cost.

20) 40% responded that they got the benefit of capital subsidy.

21) 5% responded that Credit Guarantee Scheme was useful for them.

22) 4% responded that the scheme helped them for early entry in the market & for 3% early intimation to vendors.

- **Findings related to Level of Agreement about Indicators of Promotion-**

23) In the case of expected turnover, 30.81 % respondents fall into the agreement level which is below 40 % and 69.19 % are having agreement towards that they have Achieved the Expected Turnover.

This indicates that as far as this parameter is concerned the real promotion has taken place. This parameter shows that financial schemes are effective in this regard.

24) In the case of Receiving Expected Profits, 77.90 % are not in agreement of having received it and therefore it is considered as not effective indication in respect of this attainment.

25) As far as Creation of Employment Generation, only 27.36 % have shown their agreement level to that there was satisfactory level of employment generation. This might be due to the less profit which is hindering the expansion or addition of new products. Therefore it is inferred that this has not lead to real promotion i.e. not effective.

26) Entrepreneurs do have a kind of feeling of self-creation, which is not a monetary gain but an inner satisfaction arising out of entrepreneurial spirit. 60.36 % of them have not received this kind of entrepreneurial reward. Therefore, it is inferred that on this account there is no effectiveness of promotion.

27) Only 30.88% could add other services or products and therefore it is inferred that adding new products or services which normally takes place in ordinary course of enterprise; whether financially aided or not, is marginal and leads to the inference of non-attainment i.e. ineffective in real promotion.

28) Diversification is possible when the enterprise normally gets well established in terms of profits and the retention of the profit and thus it is a very high level of promotion. In this regard as only 16.83% are successful to achieve the same. However, largely, it is found by the figure of 83.17 % that the schemes have not rendered this benefit and so are not effective on this account.

29) There is a very strong and positive sign in terms of social status received by 80.69 % about which the schemes have phenomenal effectiveness.

30) 76.15 % show that the business wisdom level is not grasped much and the probable reason is lack of exposure or scaling. As a result only 23.85% are in a

position to achieve it and thus it can be concluded that in this regard the schemes are not effective on the basis of threshold of 40 %.

31) Generally, the growth of enterprise is reflected in terms of increase in assets which can be used for a long term, one of the kinds of sustainability factor. But only 18.23 % have received this advantage and 81.77 % did not receive it which indicates non effective state of the indicator.

32) 87% could not expand the unit as they did not receive the kind of momentum required to get in to expansion. Thus as far as expansion result is concerned the schemes are very marginally effective.

- **Findings related to Financial Reasons of non-attainment of the Scheme**

33) The amount of financial assistance is insufficient.

90.51% respondents i.e. 210 out of total 232 have shown their agreement, whereas 22 respondents were not affirmative

34) The amount of subsidy is disproportionately low as compared to the project outlay. 95.68% i.e. 222 respondents agreed and 10 have shown negative response

35) The inflation factor is not considered while determining the length of the scheme. 100% i.e. all the respondents who were 232 in number have agreed to this statement.

36) The sanction is sought much faster but there is much delay in disbursement of funds.

90.51% i.e. 210 respondents agreed and 22 did not agree.

37) The reasons for finance needed which were not matching with the allocation of funds earmarked for the purpose.

100% i.e. all 232 respondents agreed to the statement.

38) The problems of recovery from customers and lack of working capital funds.

100% i.e. all the 232 respondents agreed to the statement.

- **Findings which are related to Non-financial Factors**

The factors which have overrun the cost because those tasks were compelled to outsource to the consultant.

39) Out of 285 respondents, 212 i.e. 74.3% respondents attributed the reason to Labour laws & compliance of the reports.

40) Out of 285 respondents, 187 i.e. 65.61% respondents attributed the reason to maintaining of Books of Accounts.

41) Out of 285 respondents, 145 i.e. 50.87% respondents attributed the reason to obtain various registration & licenses.

42) Out of 285 respondents, 142 i.e. 49.82% respondents attributed the reason to Income tax returns.

43) Out of 285 respondents, 147 i.e. 51.58% respondents attributed the reason to VAT & other returns.

Apart from the above factors, the respondents gave following reasons from their own experience as the factors for cost overruns. Those non-financial factors were reworked & reframed to put in a nutshell as per the following-

44) Provident Fund & Service Tax returns (50.87%),

45) Human Resource Management Functions (65.61%),

46) Marketing Management Functions (75.08%),

47) Networking Abilities (55.08%),

48) Communication skills (62.10%),

49) Basic I.T. Knowledge like M.S. Office (63.85%),

50) Technology awareness (57.29%),

51) Quality Awareness (53.33%) &

52) Employee Safety Training (58.24%).

It is inferred that in respect of the above 14 factors of cost overruns, for 13 factors; number of respondents are crossing the number 145 i.e. more than 50%.

- **Findings Related to Symbiotic Factors of the Scheme-**

Findings which are related to other non-financial support for effectiveness of Promotion of Financial Scheme for Women Entrepreneurship are Symbiotic factors which are a blend of non-financial factors & financial factors to make the scheme comprehensive as per the following-

53) 84.56% i.e. 241 respondents said that a reference to Inflation should be included in the scheme to make it more effective.

54) 89.82% i.e. 256 respondents said there should be separate funds for training. iii) 76.14% i.e. 217 respondents gave more importance to training related to legal aspects.

55) 71.92% i.e. 205 gave more importance to training related to marketing.

56) 64.91% i.e. 185 gave inventory management training more importance.

57) 69.12% i.e. 197 felt Human Resource Management training is more important.

58) 87% i.e. 245 gave the Working Capital Management training more importance.

In addition to above; the respondents have responded in their own words, those are reworded by the researcher as a full common expression which is as per the following-

59) 64.91% i.e. 185 respondents expressed that there should be Provision of funds for cost overruns beyond the control of entrepreneur.

60) 74.38% i.e. 212 respondents expressed that there should be Flexibility in need based funds allocation during the running of enterprise.

61) 66.66% i.e. 190 respondents expressed Tax subsidies should be provided during initial years.

62) 12.28% i.e. 35 respondents expressed that Consortium for common infrastructural facilities would be helpful for them.

63) 64.91% i.e. 185 respondents expressed help in Continuous upgrading to adept changes in market& customer base & internal management.

64) 83.51% i.e. 238 respondents desired Single window for approval& operation of the scheme.

65) 43.15% i.e. 123 respondents expressed a need for a Single website for information of all the Government Financial Schemes.

7.2 Conclusions of the Study

1. Women entrepreneurs are yet to find the perfect match between their actual needs and the finance provided to them.
2. There should be a right blend of financial and non-financial factors along with finance.
3. The women entrepreneurs by and large have not received very sustainable benefits.
4. The financial schemes need to be redesigned and restructured which would facilitate to find holistic solutions to their difficulties.
5. Lastly, Training and skill development of Women Entrepreneurs be taken as an integral part of the financial schemes and separate funds be provided to them under the package of the scheme.

Suggestions

An attempt is made to make suggestions to different stake holders for the effective planning and execution of financial schemes for various women entrepreneurs. These suggestions are having a backward reference to the analysis and findings, as well as literature review.

The schemes under study have common features as follows:

1. Objective wise the central theme is to foster entrepreneurship amongst women.
2. The range of finance is of medium type and for a medium term.
3. The finance provided is generally provided for tiny vocational type of business units and professional skill based units.
4. The entrepreneurs are not very highly educated but who belong to medium to lower income group and medium to lower education group.
5. The whole concept is having a soul of up-liftment of the class of entrepreneurs who are just one up or down as far as poverty line is considered.

Also majority of finance is made available to women entrepreneurs through nationalized or other type of banks.

The primary aim of helping; in giving the enterprise a kick-start is achieved by the schemes.

However, the suggestions have built in focus of developing the schemes for full-fledged advantages which are considered as Real Promotion.

In the Chapter of Method of Research it is clearly mentioned that the number of the beneficiaries found much less than expected which shows that the reach of such schemes is very small and also not wide spread.

On the backdrop of the above facts the following suggestions are made.

There are three parts of all the schemes together as under

Organizations giving inputs for designing of the schemes like DIC's. The policy makers should receive the idea about the real problems of the women entrepreneurs and this is possible only if the policy makers can reach the women entrepreneurs. It is suggested that a separate cell is necessary to understand the exact requirements of the women entrepreneur and for which continuous surveys are required to be conducted.

Further the suggestions given to different stake holders are hereunder

7.3 Suggestions to the Government:

1. From the reference to Table No 6.2 which depicts the composition of schemes that PMEGP and TMRWEP schemes are more popular as they are quite need-based & hence matching with the needs of women entrepreneurs. This is also confirmed from the discussion with women entrepreneurs during the survey.

Therefore it is suggested that the schemes to be viable and bankable, it is necessary that due representation be given to women entrepreneurs in designing and framing of the schemes.

2..Table 6.3 depicts that 66 % of the women entrepreneurs have become aware about the schemes through the consultants and therefore the schemes be broadcasted widely on TV and other social media channels which would increase the awareness to the expected level.

3. Complex procedures are detrimental to the startup time which takes out the energy and time of women entrepreneurs. In order to reduce the time of procedures one window system be followed.

4. In order to attain the gains shown in table 6.6 following steps are essential

(a) Market demand and expected turnover are the deciding factors in receiving the expected turnover. The finance must be provided for primary level market research as in built part of the finance.

(b) In order to achieve the expected level of profits the step up financial feasibility be checked with more accuracy.

(c) A due weightage be given to the creation of employment & avoidance of mobility of workers for which some reward or incentive system is necessary.

(d) Expansion plan and additions to machinery be given due weightage during checking the financial feasibility of the proposal.

(e) Diversification plan is necessary to be submitted after two years of the scheme and areas be identified by the women entrepreneurs' well in advance depending up on the product life cycle of the products and services belonging to the scheme.

5. Primary level Training Funds should be the part and parcel for the woman entrepreneurs as they lack in information about taxation and other legal aspects of the enterprises.

6. In order to manage the enterprise, training is necessary regarding marketing and human resource development factors for which a separate finance be provided which shall be the part of the financing of the scheme.

7. The subsidy part of the scheme is delayed due to complex procedures for which post- dated commitments are necessary.

8. As a part of the scheme, separate fund be allocated for the purpose of training of MS office, Quality awareness and Communication skills or otherwise the woman entrepreneur has to complete the courses regarding these skills either from the Government run Institutes or private institutes which are recognized for the purpose. This suggestion is based on the analysis shown in Table No 6.10.

9. There is a need for the consortium approach for providing non-financial factors for the provision of infrastructure facilities and continuous training. Even Chartered Accountants need to attend refresher courses for updating the knowledge of the field. Thus such refresher courses be made compulsory to the women entrepreneurs.

10. A holistic Approach is essential to blend the financial factors and non-financial factors which is evident from the replies to question no 07. It covers the following areas.

Other suggestions

Sponsoring Agencies do not have right kind of coordination and these results in sponsoring the schemes to the same type of enterprises which brings in saturation in demand and ultimately the resulting in non-viability. e.g. Different agencies may finance the enterprise which are engaged in manufacturing of the spices.

Thus one window system can avoid such saturation and right number of unit shall be working for the purpose.

1. A single agency be constituted for a group of five districts which would singly involve in sponsoring, supervision, training and monitoring.
2. Single Nodal Agency for development be established in order to actualize innovative self-employment and training for updating the knowledge and information of women entrepreneurs
3. Research Cell is essential to identify potential activities for the particular area which would result in viable enterprises
4. Training in the areas of 1.Taxation 2. Accounts and finance 3. Employee Safety Regulation and Environmental basic education should be provided.

7.4 Suggestions to the Banks

1. Post Disbursement Monitoring is essential to guide the women entrepreneurs and that should be done with the kind of mentoring spirit.
2. Banks should monitor diversion of funds by monitoring the flow of finance & the purpose for which they are being used, as the accounts are operated from their end only.
3. Banks should not accept the bunching of application which are received at the fag end of the year as they need to give sufficient time for the processing of the applications
4. Participation of bank representative is essential in selection, training and viability approvals
5. Credit Guarantee Trust Fund Scheme be popularized
6. Various sectors are emerging like communication, horticulture, E-commerce. A sector wise allocation of funds at Apex level be considered which would help in taking maximum benefit of creation of employment
7. Most importantly, the banks have to insist on for supply of working capital to the women entrepreneurs with adequate monitoring as the crunch of recovery and inadequate working capital largely affect the viability of the enterprises

7.5 Suggestions to NGOs

1. NGOs should assist in training on a massive scale and assist the banks in monitoring post disbursement activities
2. NGOs should play the role as a catalyst in creation of awareness amongst the women entrepreneurs by conducting the special camps.
3. NGOs have a scope in conduct of the research mainly by probing in to mortality or non-viability occurred of the enterprises which can help as strong input for the policy makers and to those who design and decide the structure of the government sponsored schemes.
4. NGOs can assist in skill development part of the women entrepreneurs where the research has revealed the need for the holistic approach to the scheme.

7.6 Suggestions to the Beneficiary Women Entrepreneurs

1. Women entrepreneurs should be insistent on understanding the aspects of financial and market feasibility and should not blindly follow the consultants who paint a rosy picture which remains on the paper itself.
2. Sharing of experiences by way of
 - (a) Initiating the camps or entrepreneur circles in the area
 - (b) Writing articles in newspapers and magazines for the benefits of sister entrepreneurs
 - (c) Using professional social media like LinkedIn or face book for sharing the experiences
 - (d) Participation in programmes conducted by NGOs, Lions and Rotary Clubs and other such organizations.
 - (e) They should demand and seek the opportunities for the skill development
 - (f) Formation of team or a group who would represent them to different sponsoring and development agencies and monitoring agencies like Bank, DIC.

If all the stake holders bring above suggestion in practice the future of women entrepreneurs shall not restrict to primary level promotion but much higher level promotion which would render them all possible sustainable benefits with all kind of entrepreneurial rewards.

7.7 Suggestions to Policy Makers

1. Three Drives and one Scheme:

Throughout the context of the first chapter the emphasis is on holistic approach & it is seen that the economies are driven on three forces.

1. Factors
2. Efficiency
3. Innovation

Thus the scheme as a whole should foster all these three variables by providing finance for all of them, may be in phased manner and balance the schemes which would render the maximum benefits to all stakeholders in most realistic way.

Thus, a paradigm shift shall be experienced from primary level promotion or nominal level of promotion to Real level of promotion.

If all the stake holders bring above suggestions in practice, the future of women entrepreneurs shall not restrict to primary level promotion but much higher level promotion which would render them all possible sustainable benefits with all kind of entrepreneurial rewards.

Thus, a paradigm shift shall be experienced form primary level promotion or nominal level of promotion to Real level of promotion

Limitations of the study:

1. The study does not cover the schemes which are beyond the year 2013
2. The study is for Pune city and around Pune city Women Entrepreneurs' coverage
3. The study includes the respondents of all categories of the enterprise and does not relate to a specific sphere or age group or type of enterprise

Further scope of Research

The studies in Social sciences are provisional as social circumstances change and in present times they change very rapidly. Further research can be taken in following area

1. Role of Agencies in providing skill development training for various areas like MS office and communication, basic taxation matters and so on
2. Coordination of different agencies from the view point of the problems and issues
3. Ways to simplification of complex procedures

Mainly, how the sustainable development mechanism for women entrepreneurs can be established.

At the end Bibliography is annexed.

BIBLIOGRAPHY

- Ananta Basudev Sahu and Sandhya Rani Das, (1992), "Women Empowerment through Self Help Groups": A Case Study.
- Anita Sharma, (1990), "Modernization and status of working women in India", Mittal publications, New Delhi.
- Anna. V. (1990), "Socio-Economic Basis of women Entrepreneurships PME, Rawat Publications, New Delhi.
- Asha Das, (1998), "Women in Business", SEDME, vol.25, No.4, Dec.
- Bhushan L.I., and Rambha Prasad, (1998), "Concern for status among educated women", Classical Publishing Company, New Delhi.
- Brimmer. F. Andrew (1970): "The setting of Entrepreneurship in India" Quarterly Journal of Economics Vol.LXIX, No.4, November.
- C. Swarajya Lakshmi (ed.), (1999), Development of Women Entrepreneurship in India: Problems and Prospects, Discovery Publishing House, New Delhi.
- Charumati.B (1998), "Women Entrepreneurs Challenges and prospects", Classical Publishing Company, New Delhi.
- Deepa Mathur (1992), "Women, family and work", Rawat publications New Delhi.
- Desouza, Gita, (1998), "An examination of the organizational glass ceiling: its process and implications for managerial staffing", Ohio state university.
- Devaki Jain, (1990), "Development Theory and Practice: Insights Emerging from Women's Experience" Economic and Political Weekly, Vol. xxv, No.27, July
- Dr. Joshi, HG, (2009), "Societal Influences on Women Entrepreneurs", published in Journal of Entrepreneurship, AMITY University
- Dubhashi Medha (2001), "Mobilizing women SHGs through Government and Non - Government Organisations". Ashwatha, Classical Publishing Company, New Delhi.
- Economic Survey of Maharashtra 2012-13, (2013), Director of Economics and Statistics, Government of Maharashtra

Eknath, Suryaprabha Kopay, (1995), "Married working Asian Indian women stress involved in caring for children working outside the home", California State University.

Entrepreneurship in India (2008), A Study by National Knowledge Commission, Govt. of India.

Frances Sinha, (2006), "Self Help Groups in India: A Study of the Lights and Shades", EDA Rural Systems Private Ltd, Gurgaon, Haryana.

Ganesan S (2003). Status of Women Entrepreneurs in India, New Delhi: Kanishka Publications.

Global Entrepreneurship Monitor (GEM) Report of 2013, José Ernesto Amorós, Niels Bosma, ISBN: 978-1-939242-04-4

Giovannelli C, Gunnsteinsdottir H, (2003). "The status of statistics on women and men"s entrepreneurship in the UNECE region", paper presented at Workshop on Improving Statistics on SMEs and Entrepreneurship, OECD, Paris.

Goheer NA (2003). Women Entrepreneurs in Pakistan – How to improve their bargaining power, Islamabad: ILO /SEED).

Gopal Joshi: (2001), "Entrepreneurship Development for SMES in the 21st Century", Productivity. Rawat Publications, New Delhi.

Gore. M.S., (2001), "Indian Education: Structure and process". Rawat Publications, New Delhi.

Hanuman Prasad and B.L. Verma, (2006), "Women Entrepreneurship in India", Indian Journal of Commerce.

Hussian Nazmaara, (1994), "Women Entrepreneurs in a Poverty Ridden Society. A Case Study of Bangladesh", University Press Ltd.

Indira Devi, M., (2001), "Women-Education-Employment and family living", Gian Publishing House, Delhi.

Kantor P (2001). Promoting Women's Entrepreneurship Development based on Good Practice Programmes: Some Experiences from the North to the South, SEED Working, Geneva: ILO/SEED.

Khair Jahan Sogra (ed) (1996), A case study", Women in management champions of change. University press limited, Dhaka, Bangladesh.

Koshy, M. P. and Joseph, M. T. (2000). Women entrepreneurship in Small-Scale Industrial Units: A Study of Kerala.

Manickavel, S. (1997), Small Industries: Need for Entrepreneurs in Villages. Social Welfare, New Delhi.

Mira Savera, (1986) "Changing trends in Women Employment", Himalaya Publishing house, New Delhi.

Moitra, B, (2001), "Women and Entrepreneurship: Sunderbans Women show the Way", Kurukshetra

Murthy. S. (ed) (2001), Women and Employment, Jaipur, SRBSA Publications.

Muthuraja. C.,(2001),"Empowerment of Women through Employment", Rawat Publications, New Delhi.

N.K. Devaraja, (1965), "Hindustan and the Modern Age", Islam and Modern Age Society, Jamia Nagar, New Delhi, Current Book House, Bombay,

Patil Shivagouda Bhimagouda (2000), "A study of work force in the small in scale Engineering units in Kolhapur" SEDME, .

Prasad JK (1998). "Development of Women Entrepreneurship in India The role of different institutions", Himalaya Publications, New Delhi.

Punitha M. Sangeetha and S. Padmavathi, (1999), "Women Entrepreneurs: Their Problems and Constraints", Indian Journal of Labour Economics

R.M.Srivasthava (1994), "Emerging profile of Small Women Entrepreneurs - cum managers in India: Rawat Publications, New Delhi.

Raghav Gaiha and Arul Nandhi, (2007), "Microfinance, Self Help Groups and empowerment in Maharashtra:/ASARC Working Papers No.15, Australian National University.

Raj Agrawal (2002), "Empowering women for strengthening family Business" Jaipuria Institute of Management, Lucknow.

Rajendra Prasad Jaiswal, (1993), "Professional Status of Women", Rawat Publications, New Delhi.

- Ramanamma, A., and Usha Bambawale, (1987) "Women in Indian Industry", Mittal Publications, Delhi.
- Rathore, B.S. and Dhameja, S.K. (1999). Entrepreneurship in 21st Century. Rawat Publications, Jaipur, India.
- Ratna Kumari, B., (1997), "A Review of Developmental Programmes for the Empowerment of women", Paper presented in the Seminar on Women and Development, held at Center for Women Studies, Andhra University.
- Ravichadra. K, (1991), "Entrepreneurial Success : A Psychological Study", Sterling Publishers Pvt. Ltd New Delhi,.
- Rego, P.A., (2006), "Women Empowerment and NGOs", SEDME Journal, Vol.33, No.2, June.
- Renuka Viswanath, (2008), "Opportunities and Challenges for Women in Business", Paper presented at the Nirma International Conference on Management, held at Ahmedabad in January 2009.
- Rita Sood (1991), "Changing Status and Adjustment of Women", Monak Publishing Pvt.Ltd., New Delhi.
- Sanjay Kethan Jana, (1993), "Working Women and Modernisation", Ashish Publishing House New Delhi.
- Selvaraj.P. (2000), "Entrepreneurial Development – A model" SEDME, 27(1) March.
- Shah Hina (2013) Creating An Enabling Environment for Women's Entrepreneurship In India, Development Paper 1304, United Nations ESCAP, South & South-West Asia office
- Sharma DD, Dhameja SK, (2002). Women and Rural Entrepreneurship, Chandigarh: Abhishek Publications, Mumbai.
- Shrikrishna S. Mahajan, Chandrakant B.Kamble (2011) Government Support to Women Entrepreneurship: A Study of Programmes Implemented By MAVIM Vol.1, Issue.XI/Dec; 11pp.1-4
- Sinha A (2003). Experience of SMEs in South and South-East Asia, Washington, D.C. SEDF and World Bank.

Sinhal S, (2005). “Developing Women Entrepreneurs in South Asia:Issues, Initiatives and Experiences”, ST/ESCAP/2401, Trade and Investment Division, Bangkok: UNESCAP.

Srivastava, Madhuri, (2008), Women Entrepreneurship in India: Some Aspects, Ashish Publications, New Delhi.

‘The Next Woman’, (5th March 2015), Ritika Bajaj, Business Magazine

T.S Raji Gain (1997), “Empowering Women through Group Entrepreneurs” Asian Entrepreneurs, New Delhi.

Tambunan (2008). Development of SMEs in ASEAN, New Delhi: Readworthy Publications, Ltd.

Vasant Desai (1991), “Dynamics of Entrepreneurial Development and Management”, Himalaya Publishing house, Mumbai.

Watson J (2003), “Failure Rates for Female-Controlled Business: Are They Any Different” Ashish Publishing House New Delhi.

WEB-SITES

<http://www.bankofindia.co.in/>

<http://www.dcmsme.gov.in/>

<http://www.kvic.org.in/>

www.laghu-udyog.com

<https://mahades.maharashtra.gov.in>

msme.gov.in/

<http://www.mavimindia.org/>

www.mcciapune.com

<https://www.onlinesbi.com/>

www.shodhganga

<https://seoulsolution.kr/content/youth>

ABBREVIATIONS

- A.
- ARI Agro & Rural Industries
- B.
- BOI Bank of India
- BOI-PY Bank of India's Priyadarshini Yojana
- BPL Below-Poverty-Line
- C.
- CGTMSE Credit Guarantee Trust Fund for Micro & Small Enterprises
- CFC Common Facility Centre
- CSR Corporate Social Responsibility
- D.
- DIC District Industries Centre
- DC Development Commissioner
- DSR Diagnostic Study Report
- DPR Detailed Project Report
- E.
- EDI Entrepreneurship Development Institute
- ESDP Entrepreneurship Skill Development Programmes
- ERYSM Education of Rural Youth for Self Employment
- G.
- GEM Global Entrepreneurship Monitor
- GOI Government of India
- I.
- IIE Indian Institute of Entrepreneurship
- K.

KVIC Khadi & Village Industries Commission

KVIB Khadi & Village Industries Board

M.

MAVIM Mahila Arthik Vikas Mahamandal

MCCIA Mahratta Chamber of Commerce Industries and Agriculture

MDP Managerial Development Programme

MFI Micro Finance Programme

MIS Management Information System

MITCON Maharashtra Industrial and Technical Consultancy Organization
Ltd.

MSME Micro, Small & Medium Enterprises

MSE Micro and Small Enterprises

MSE-CDP Micro & Small Enterprises-Cluster Development Programme

MSIDC Maharashtra State Industrial Development Corporation

MSME-DC Micro, Small & Medium Enterprises-Development
Commissioner

MSME-DI Micro, Small & Medium Enterprises-Development Institute

N.

NEF National Equity Fund

NIED National Institute for Entrepreneurship Development

NI-MSME National Institute for MSMEs

NSIC National Small Industries Corporation

NGO Non-Government Organization

NIESBUD National Institute of Entrepreneurship and Small Business
Development

NIMID National Institution for Motivation and Institutional
Development

NMCP National Manufacturing Competitiveness Programme

O.

OECD Organisation for Economic Co-operation and Development

P.

PMEGP	Prime Minister's Employment Generation Programme
PMRY	Prime Minister's Rozgar Yojana
PPG	Project Preparation Grant

R

REGP	Rural Employment Generation Programme
RSETI	Rural Self Employment Training Institute
RUDSETI	Rural Development Self Employment Training Institute

S.

SBI	State Bank of India
SBI-SSP	State Bank of India's Stree Shakti Package
SIDBI	Small Industries Development Bank of India
SIDO	Small Industry Development Organisation
SHG	Self Help Group
SME	Small & Medium Enterprises
SPV	Special Purpose Vehicle
SSI	Small Scale Industries
SSIB	Small Scale Industry Board

T.

TMRWEP	Tejaswini Maharashtra Rural Women Empowerment Programme
TREAD	Trade Related Entrepreneurship Assistance & Development Scheme

V.

VAT	Value Added Tax
-----	-----------------

ANNEXURE A

WOMEN ENTREPRENEURSHIP IN INDIA DETAILS

Source: MSME data 2006-07

Table No A-1

State-wise Distribution of Working Entrepreneurships by Type of Ownership by Social Category and Women Enterprise

State Code	State/ UT Name	Owned by		Owned by				Total Units
		Female	Male	SC	ST	OBC	Others	
01	JAMMU & KASHMIR	3067	11467	950	717	956	11912	14534
02	HIMACHAL PRADESH	1316	10621	2175	526	1566	7670	11937
03	PUNJAB	3163	46950	6606	670	14798	28039	50113
04	CHANDIGAH	99	902	10	15	37	939	1001
05	UTTARANCHAL	2432	21335	3524	835	2037	17372	23767
06	HARYANA	1487	32296	2840	411	8318	22214	33783
07	DELHI	105	623	14	3	9	702	728
08	RAJASTHAN	5970	49138	4496	1464	20519	28629	55108
09	UTTAR PRADESH	8373	179150	14120	1467	67550	104385	187523
10	BIHAR	2681	49507	6440	1083	30614	14050	52188
11	SIKKIM	22	101	9	25	38	51	123
12	ARUNACHAL PRADESH	109	342	13	332	39	67	451
13	NAGALAND	217	1114	74	1145	8	104	1331
14	MANIPUR	2169	2338	196	2563	535	1213	4507
15	MIZORAM	1293	2421	130	3513	6	65	3714
16	TRIPURA	160	1093	144	43	288	778	1253

State Code	State/ UT Name	Owned by		Owned by				Total Units
		Female	Male	SC	ST	OBC	Others	Others
17	MEGHALAYA	1198	1865	49	2868	4	142	3063
18	ASSAM	3963	14708	1469	1377	3608	12217	18671
19	WEST BENGAL	4324	38311	4253	381	4291	33710	42635
20	JHARKHAND	752	17448	1398	709	7973	8121	18200
21	ORISSA	2162	17425	980	455	5431	12721	19587
22	CHHATISGARH A	2418	23817	3326	4320	11185	7404	26235
23	MADHYA PRADESH	10346	98458	13890	7141	52300	35473	108804
24	GUJARAT	23411	206419	4900	3469	18068	203393	229830
25	DAMAN & DIU	13	582	14	1	17	563	595
26	D. & NAGAR HAVELI	38	1677	18	10	52	1635	1715
27	MAHARASH- TRA	9372	77263	4986	1470	12468	67711	86635
28	ANDHRA PRADESH	2646	22246	1261	282	10252	13096	24892
29	KARNATAKA	27403	112237	17001	5960	64849	50831	139640
30	GOA	391	2746	50	56	281	2751	3137
31	LAKSHADWE- EP	0	89	89	0	0	0	89
32	KERALA	38276	111570	6165	1184	83619	58878	149846
33	TAMIL NADU	54648	179348	18195	2457	176649	36696	233996
34	PONDICHERR	480	1629	125	23	1348	612	2109
35	ANDAMAN & NICOBAR	206	544	38	7	99	605	750
	All India	214710	1337780	119948	46982	600812	784749	1552490
	% age share	13.83	86.17	7.73	3.03	38.70	50.55	100.00

Table No. A -2

**Summary Results of Fourth All-India Census of Micro, Small & Medium Enterprises
with reference year of 2006-07**

Women Entrepreneurship Scenario-

MAHARASHTRA

Sr. No.	Parameters	Distribution			Percentage distribution		
		Regd.	Unregd.	Total	Regd.	Unregd.	Total
1.	Total number of working enterprise						
	Manufacturing	80268	535308	615576	92.65%	21.44%	23.83%
	Service	6367	1960926	1967293	7.35%	78.56%	76.17%
	Total	86635	2496234	2582869	100.00%	100.00%	100.00%
2.	No. of rural enterprises	28606	919799	948405	33.02%	36.85%	36.72%
3.	No. of woman enterprises	9376	122967	132343	10.82%	4.93%	5.12%
4.	No. of enterprises managed by woman	4869	N.A	4869	5.62%	N.A	N.A.
5.	No. of enterprises running perennially	79134	4216224	2495358	91.34%	96.79%	96.61%
6.	Employment (Person)						
	Manufacturing	1041533	2111365	3152898	95.14%	39.31%	48.76%
	Service	53213	3259543	3312756	4.86%	60.69%	51.24%
	Total	1094746	5370908	6465654	100.00%	100.00%	100.00%

	Parameters	Distribution			Percentage distribution		
		Regd.	Unregd.	Total	Regd.	Unregd.	Total
7.	Employment by male and female						
	Male	895563	4620580	5516143	81.81%	86.03%	85.31%
	Female	199183	750328	949511	18.19%	13.97%	14.69%
	Total	1094746	5370908	6465654	100.00%	100.00%	100.00%
8.	Enterprises by type of social category						
	SC	4986	177312	182298	5.76%	7.10%	7.06%
	ST	1470	114300	115770	1.70%	4.58%	4.48%
	OBC	12468	666462	678930	14.39%	26.70%	26.29%
	Others	67711	1414907	1482618	78.16%	56.68%	57.40%
	Societies	0	109468	109468	0.00%	4.39%	4.24%
	Not Responded	0	13785	13785	0.00%	0.55%	0.53%
	Total	86635	2496234	2582869	100.00%	100.00%	100.00%
9.	Enterprises by type of organization						
	Proprietary	68763	2375073	2443836	79.37%	95.15%	94.62%
	Partnership	6589	9191	15780	7.61%	0.37%	0.61%
	Private Company	9027	257	9284	10.42%	0.01%	0.36%
	Public Ltd. Company	945	8189	9134	1.09%	0.33%	0.35%
	Co-operatives	531	17981	18512	0.61%	0.72%	0.72%
	Others	780	85543	86323	0.90%	3.43%	3.34%
	Total	86635	2496234	2582869	100.00%	100.00%	100.00%

Table No A -3 Women Enterprises by Sources of Power & Source of Finance in Maharashtra

Sr. No.	Parameters	Distribution			Percentage distribution		
		Regd.	Unregd.	Total	Regd.	Unregd.	Total
1.	Enterprises by main source of power						
	No power needed	3350	1804550	1807900	3.87%	72.29%	70.00%
	Coal	1130	24546	25676	1.30%	0.98%	0.99%
	Oil	1115	60780	61895	1.29%	2.43%	2.40%
	LPG/CNG	450	41139	41589	0.52%	1.65%	1.61%
	Electricity	79463	461490	540953	91.72%	18.49%	20.94%
	Others	1127	103729	104856	1.30%	4.16%	4.06%
	Total	86635	2496234	2582869	100.00%	100.00%	100.00%
2.	Enterprises by source of finance						
	No Finance/ Self Finance	62303	2229390	2291693	71.91%	89.31%	88.73%
	Finance through Institutional Sources	22908	200050	222958	26.44%	8.01%	8.63%
	Finance through Non-Institutional Sources	1424	66794	68218	1.64%	2.68%	2.64%
	Total	86635	2496234	2582869	100.00%	100.00%	100.00%

ANNEXURE B

QUESTIONNAIR IN ENGLISH

Dear Woman Entrepreneur,

I am perusing a doctoral work at Institute of Management and Entrepreneurship Development, as my research center. It belongs to Bharati Vidyapeeth University, Pune.

The inquiry is about the issues pertaining to various Financial Schemes designed and implemented by Government both central and state.

Your responses would facilitate an academic development which shall be useful for the society and particularly Women Entrepreneurs.

I would like to seek your responses to following questions and therefore I request you kindly spare your valuable time for the same.

I promise you that all the information in terms of responses shall be kept strictly confidential and shall be used only for the academic purpose only.

With warm regards,

Mrs. Shivali Ingawale

Questionnaire for Women Entrepreneurs

Part I: Enterprise Details

Q.1.

1. Name of the unit: -----

2. Name of Woman Entrepreneur -----

3. Cell No ----- 4. E-mail -----

5. Address: -----6. Year of establishment: -----

(You are requested to use a separate sheet if required, for which a blank sheet is provided with)

Part II: Scheme Details

Q.2.From which of the following schemes you availed the finance?

1. Trade Related Entrepreneurship Assistance and Development Scheme
(TREAD)
2. Micro and Small Enterprises Cluster Development Programme
(MSE- CDP)
3. Credit Guarantee Trust Fund (CGTMSE)
4. Prime Ministers Employment and Generation Programme
(PNEGP)
5. SBI's Stree Shakti Package (SSP)
6. BOI Priyadarshini Yojana (PY)
7. Tejaswini Maharashtra Rural Women Empowerment Programme
(TMRWEP)

Part III: Awareness and Promotion:

Q.3What made you aware about the schemes?

1. Consultants who make the proposal for entrepreneurs
2. As my friend applied for the scheme
3. One of my relative was working in related department
4. Advertisement on radio 5. Advertisement in bank
6. Advertisement in NGO 7. Training programme for entrepreneurs
8. Advertisement in New Paper 9. Any other -----

Q.4.1a. You are the one who has availed the one of the schemes above.

Did the scheme help you in promoting your entrepreneurship? Yes No

If answer is 'Yes,' then in which following way it helped you most?

Q.4.1

(b) It helped in kick start of my enterprise for which my plans were ready.

Yes No

(c) It reduced the burden of my initial overheads. Yes No

(d) I could get the opportunity to be self-employed. Yes No

(e) I saved on interest costs to a large extent as compared to other sources and their interest charges. Yes No

(f) Because of subsidy I received relaxation in capital. Yes No

(g) There is credit guarantee scheme which is useful for market turnover

Y N

(h) Any other please specify -----

Q.5 Please tick the % for the following factors which have resulted on account of financial scheme which is availed by you as the level of attainment

Sr. No	Factor of attainment	Below20%	21 to 40	41 to 60	61 to 80	Above 80
		01	02	03	04	05
01	Received Expected Turnover					
02	Received Expected Profits					
03	Received Expected Generation of Employment					
04	Received Expected Entrepreneurial reward					
05	Addition of new products and services					

06	Diversification					
07	Social Status					
08	Business wisdom					
09	Increase in Assets					
10	Expansion of the unit					

Part IV: Financial and Non-Financial Reasons for low promotion

If you have ticked any 05 items below 40 % then what could be financial and non-financial reasons for the same. Some examples are given to understand the question better. Please specify which are other than the reasons given below

Q.6 (A) Financial Reasons:

1. The amount of financial assistance is insufficient. Yes No
2. The amount of subsidy is disproportionately low as compared to the project outlay.
Y N
3. The inflation factor is not considered while determining the length of the scheme.
Y N
4. Delay in sanction & disbursement. Yes No
5. Finance was not matching with the allocation of funds. Yes No
6. Recovery & shortage of working capital. Yes No

If any other please specify -----

Q.6 B) Non-Financial Reasons :

The factors which have overrun the costs because you were compelled to outsource them to the consultants

(a) Labour laws and submission of reports Y N

(b) Keeping of books of accounts Y N

(c) Registrations and food licenses etc Y N

(d) Income Tax Act formalities Y N

(e) VAT and other returns Y N

Any Other. Please specify

Part V: Symbiotic Factors

Q7. In addition to finance, do you require (anything more to promote yourself as an entrepreneur) along with the scheme as an integral part of the scheme to make the scheme more comprehensive,

(a)The funds should be provided with an increase with reference to inflation rate.

Y N

(b) Separate funds for training for acquiring preliminary information and knowledge

Y N

(i) Legal formalities Y N

(ii) Marketing Y N

(iii) Inventory management Y N

(iv) Human Resource management Y N

(v) Working Capital Management Y N

(vi) Any other (Please Specify)

(c) The funds should be provided for the cost overruns if it happens because of the reasons beyond the control of the entrepreneur Yes No

Please specify your expectation to make the scheme more comprehensive

Please specify if any other items are to be given

Thank You So Much !!!!!!!

Please use the blank sheet for additional points and please mention the question number

Q. No.

ANNEXURE C

LIST OF WOMEN ENTREPRENEURS IN THE SAMPLE SURVEY

1. Scheme Name: Prime Minister Employment Guarantee Programme (PMEGP)

SR. NO.	NAME OF THE ENTREPRENEUR	ADDRESS
1	Manisha Dipak Thosar	Near Bank of Maharashtra, Yerawada, Pune
2	Sarika Maruti Londhe	S.N.191 Nagpur Chwal, Near Jakatnaka Yeravada, Pune
3	Pallavi Rajendra Pagare	S.N.37 Sasane Colony, Keshavnagar, Mundhava Pune 36
4	Manjusha Ratan Sawant	A/P Manjari BK. Tal. Haveli, Dist. Pune
5	Sou Saraswati Ramesh Kadam	Kadam Tai Tikone Chawl Dattanagar, Thergaon, Pune 33
6	Shaila Pramod Chaudhari	43/3A Sanjay Gandhi Soci. Vadgaon Sheri, Pune
7	Sou Mangal Kunal Kamble	131/D Railway Quarters, Ghorpadi Gaon, Near Bhagat Singh School Pune 411001
8	Mahadevi Ramesh Salve	Sector-21 8/B Laxmi Apte Yamunagar, Nigdi, Pune
9	Sou Rupali Rajendra Jambhulkar	219 8/A Ganeshnagar, Erandwana, Pune 4
10	Sou Sushama Pradeep Adhav	Jagtap Mala, Kasba Morgaon Road Baramati
11	Sou Manisha Dnyashwer	Mulik, Swastik Avenu, flat No.4 Building, Jotibaqnagar, Kalawadi, Pimpri, Pune 17
12	smt.Mercy Benjamin John	Indira Vasahat Ganeshkhind Road, Aundh Pune 7
13	Smt.Parimal Pravin Jagatap	Nanaware Complex, Flat No.3, Ambikanagar, Baramati, Pune
14	Smt.Gaikwad Pornima Dhondiba	S.N.25, Mahadeo Kamale chawl, Bopodi, Pune 20
15	Smt Chavan Sucheta Kishor	35, Parwati Niwas, Vittalwadi, Akurdi, Pune
16	Smt.Reshma Pritam Lodha	Samarat, Sukhsagar Nagar Flat No.Y/23, Katraj Pune 46
17	Smt. Priya Sachin Ghodekar	Diamond Plaza, At Post Narayangaon, Tal Junner

		Dist.Pune
18	Smt.Ujavala Rajendra More	Dr. Ambedkar Road,Opp. Nehru Memorial Hall,5/50 Gitanjali Kunj Camp,Pune-1
19	Jayashri Nandakishor Pawar	A/P Pragatinagar,Baramati, 41312
20	Dipti Dilip Modak	Sukhwani Empirior, Pimpri, Pune 17
21	Anjali Vijay More	More Chawl, Matoshree Bldg,Bhopkhel Gaothan Bhopkhel, Pune-31
22	Asha Ankush Puri	At post kamshet Tal Maval Dist.Pune
23	Bhagawan Narayan Darekar	At Silim Post PavananagarTal.Maval, Dist.Pune
24	Rajashri Kishor Joshi	B-203 Shri Bhagyashri Socy.Sinhagad Road, Pune30
25	Manisha Rajesh Mistri	S.No.715, Shop No.7 Indrapuri Society, Madhuban Colony, Karvenagar, Pune
26	Mayadevi Haribhau Agale	At Damumbre Post Salumbre Tal Maval Dist Pune
27	Sangita Subhash Shede	New Ananandnagar Talegaon Dabhade ,Tal. Maval,Dist.Pune
28	Sharada Rohidas Dahale	New English School Pirangut ,Tal Mulshi ,Pune
29	Kusum Ramesh Dhere	S.N.121,Khandvenagar Lohagaon,Pune 47
30	Sou Vandana Shivaji Mastad	Kirloskar Hsg Soc. MahadeonagarManjari Bk.Tal Haveli Dist.Pune
31	Vimal Vasu Pujari	Sr.No.47 Bharat Forge RoadDhawale Vasti, Mundawa Pune 36
32	Jayashri Dhananjay Kshirsagar	Baban Gawali Chawl, Alandi Road,Bhosari Pune 39 Mobile No.4422619690
33	Smt.Pranjakta Deepak Shirude	Flat No.140 , Building,D-1 Anantnagar Society, Dhankawadi , Pune43,
34	Smt. Ayesha Bablu Hashmi ,	Sr.No.10 Suraksha nagar Yerawada, Pune -6
35	Vaishali Panudurang Girhe	S.No.13 Jagatap Chawal Satavwadi Hadapsar Pune 28
36	Smt. Dhawade Tejal Raju	1202, Shirole Road, Shivajinagar, Pune- 411004

37	Deepali Pramod Kothari,	Dive Jadhavwadi Tal.Purandhar Dist.Pune
38	Jyoti Vijay Shinde	Kothrud, Pune 411038.
39	Monika Rajesh Dongare	1/1 sai society Near Vaidhwadi Surakshanagar Hadapsar Pune
40	Rupali Prashant Waghmare,	444 Mangalwar peth Pune 11
41	Sadhana Santosh Karnavat,	Shop No.4 & 5, D wing, Jay Ganesh vision Akurdi, Pune 35
42	Sayara Imamsab Bahadur,	533 Dattawadi,Pune 30
43	Shobha Nitin	Pawar Devakarwadi ,post Dahirge Tal Daund
44	Shubhangi Rajesh Naik,Building No.4 Room No.223 Swargate police line Pune 42	Building No.4 Room No.223 Swargate police line Pune 42
45	Usha Balasaheb Mangalurkar	S.N.28 Binayat Township,Hadapsar,Flat A-401 Sasanenagar, Pune 28
46	Vaishali Sunil Jagtap,	Saswad main road, Saswad
47	Vandana Kalu Shetye	Waraje, Pune
48	Chaya Ravindra Patil	Flat No.101 Tushar Housing soci.Tadiwala road,Pune- 1
49	Rupali Ravindra Pitale	15, Khilarwadi, Earandwane, Pune- 4
50	Sonali Santosh Bhadale	Devachi Urali Near Bhiroba mandir, Fursungi
51	Akshata Ajay Patade	Ravikiran Apartment, Nehrunagar Pune -18
52	Smita Nilesh Kawade	Plot No.E-17 Ayoudik Vashat, Kandali, Tal.Junner
53	Anjali Babasaheb Vaman	A/p Kalwadi Tal.Junner,Dist.Pune
54	Jyoti Sanjay Jagtap,	A/p Khalad Tal.Purandhar
55	Vanita Somnath Deshkar	Shivaji chowk,Dehugaon Pune
56	Sangita Sanjay Shinde	96/1 A, Parvati Darshan Pune 9
57	Trupti Ajit Yerawadekar	Shantinagar,Rahul Niwas Bhosari Pune -411039
58	Kirti Mahesh Hole	Chakan Tal.Khed Dist.Pune
59	Meghana Vivekananad Halbhavi,	S.N.44/40,Kure Near PowerGreed company Narhegaon
60	Soni Ramchandra Yeschi	A/p kalokhewadi, Talegaon Dabhade Pune
61	Pranjal Umesh Tathe,	Matanagar,Baramati
62	Sangita Jaywant Khomane,	S.N.214/152,Purandar ColnyBhkerai nagar Fursuingi
63	Sharada Dattraya Kalbhor	Fursungi
64	Anuradha Chandrashekhar Lodhi	Plot No.10 BhiravnagarDhnori

		road, Yeravada
65	Arati Sagar Jadhav	A/P Ravet Tal.Haveli Dist.Pune
66	Archana Sandep Gaikwad ,	141 Near Mahatra bridge, Dattanagar, Pune
67	Dipali Badal Lalbegi	S.N.1/3 New Laxminagar, near Ajanta press,,Pimple Gurav, Pune27
68	Dipali Dilip Khapare	Kamna vasahat, Buddha Vihar,Karvenagar ,Pune
69	Gauri Harinsingh ,	S.N.47 , BFC Road, Ovhal Vasti,Mundhava,Pune
70	Geeta Girish Ghatge,	Shop No.44 near Rajasa Enclav, Wondercity Katraj,Pune
71	Hemangi Pramod Belhekar	61 Sarves Apt,Nana Bhalerao colony, Talegaon- Chakan road,Talegaon
72	Chaya Vitthal Chaudhari	Kunjirwadi, Haveli, Pune
73	Jayashri Shankar Tamboli,	Hadapsar, Pune
74	Jyoti Dattu Bhujbal,	A/P Vaghapur, Tal. Purandhar, Pune
75	Jyotsna Suhas Kalbatte,	92/6 A Parvati Darshan Pune
76	Kalpna Tushar Gandhi	MIDC Chowk, Baramati
77	keshar Ashok Magar	Nagarpoti chowk Daund
78	Madhuri Anil Jadhav	420 A Janki Niwas, Shivajinagar, Pune
79	Manisha Hemraj Saparya	Rav colony Near Bhadari Hospital Talegaon Dabhade Tal.Maval
80	Manjusha Rakesh Gaidhani	Plot No.2 Shrimangal Soci.Dhankawadi
81	Mina Sanjay Kardile	C-11, Mantri Housing Soci.Dapodi, Pune 12
82	Mina Suresh Misal	Dudhderi, S.T.Angar Indapur
83	Monika Nandkishor Gawade	Nagargaon Ayodik Vasahat Lonavala
84	Pallavi Chintaman Pagare	House No.H-1/45 Laxmi nagar, Parvati Tekadi, Pune
85	Pournima Rameshwar Patil	S.N.50 Chandrakala Park, Opp.B.G.Shirke Company Gate Ghorpadi
86	Priya Vishal Jadhav	S.No.110/11 Santainagar Yeravada Pune 6
87	Rajani Ajay Janrao	S.N.40/3 Tempo Chowk Sachinnagar pote chwl, opp. Jeet fabrication Vadgaonseri
88	Rajashri Mahadeo Kadam,	AstavinayakApartment Baramati
89	Roma Sunil Jadhav	S.N.20 Room No.4 Anand nagar soci. sukhsagarnagar Bhag-2 Katraj Pune 46

90	Salama Bashir Mujawar	149 Behind Jain Mandir Vanawadi ,Pune
91	Sangita Hari Rajguru	Chinchwad, Haveli, Pune
92	Sarika Mahadeo Kadam	Shri Agency,shop No.3 Market yard Nisarg mangale karayala Pune
93	Savita Namdeo Magar	House No.617 PMT Bus stand Sasawad Pune
94	Shaila Keshav Jagtap	Swatamali nagar,jamdar road, Kasba,Peth, Baramati
95	Seetal Ravi Mittal	65 Kedarinagar flat No.10 Vanawadi Pune 40
96	Shubhangi Pramod Thumkar	B 92/23 super Indiranagar Bibvewadi,Pune
97	Snehal Lazras Binekar	D.B.railwayline, Mira Housing Socty., Pune.
98	Sujata B. Pirtala,	S.N.75 A Plot No.7 Vankateshawara Tirupati, Ghorpadigaon, Pune
99	Sujata R. Naik,	S.N.20/1 Punayinagar, Nira Building Pune Satara road Balajinagar Pune
100	Surekha C. Pujari,	S.No.13/2, Satavwadi, Hadapsar
101	Usha Baburao Unawane,	Mahatma phulenagar, A/p Chakan Tal.Khed,Dist.Pune
102	Vaibhavi Ashok Jadhav	S.N.2/1 Near Joti palace Ramachandra nagar, Dhankawadi Pune 16
103	Vidya Shamkant Sonawane,	Chikali , Pune
104	Vinaya Balchandra Joshi	184 B Shaniwar peth Nivaladaama Soci.Pune
105	Vimal Bhaskar Barathe	CME Ramnagar Bophkhel Pune 31
106	Bharati Ramesh Deshmukh,	A/p Chakan Deshmukh ali,Khed pune
107	Chaya Vitthal Choudhari,	Kunjirwadi, Haveli, Pune
108	Ku. Shaikh Nilofer Yakub	Indiranagar, Plot no. 427, Gultekadi, Pune

2. Scheme Name:-Mahila Arthik Vikas Mahamandal

TejaswiniScheme

SR. NO.	NAME OF THE ENTREPRENEUR/SHG	ADDRESS
1.	Bhagyshree	Bharnewadi
2.	Jagruti	Shelgaon
3.	Savitribai Fule	Shelgaon
4.	utkarsha	Shelgaon
5.	Dnyaneshweri	Shelgaon
6.	Madamkama	Kadbhanwadi
7.	Shradha	Rangaon
8.	Kranti	Bharnewadi
9.	Muktai	Bharnewadi
10.	Shiromani	Anthurne
11.	Mahalakshmi	Redni
12.	Jai Haniman	Redni
13.	saraswati	Kadbhanwadi
14.	Navratna	Hagarewadi
15.	Vishvkarma	Khorochi
16.	Shreeram	Shirshathwadi
17.	Navlai	Nazre
18.	Shantai	Nazre
19.	Prerna	Ambawade
20.	Jogeshweri	Kikavi
21.	Soniya	Pande
22.	Damini	Pande
23.	Pragati	Virwadi
24.	Adarsh	Chikhalgaon
25.	Kirti	Pabal
26.	Savitribai	Kanhur Mesai
27.	Suyog	Hivare Kumbhar
28.	Ramai	Hivare Kumbhar
29.	Vaibhav	Pimple Dhumal
30.	Karanti	Pavaimal
31.	Jaibhavani	Karhavangan
32.	Swami Samrth	Karhavangan
33.	Pratibha	Zargarwadi
34.	Mahalakshmi	Zargarwadi
35.	Anandibai	Karhati
36.	Karhamai	Malwadi
37.	Kalika	Khandaj
38.	Jaituljabhavani	Borkarwadi
39.	Padmashree	Borkarwadi
40.	Jijamata	Khandaj
41.	Lakshmi Mata	Chopdaj
42.	Shivshambo	Borkarwadi

43.	Kamljai	Atondi
44.	Ahilyadevi	Shingve
45.	kalyani	Warulwadi
46.	savitri	Warulwadi
47.	Durgadevi	Warulwadi
48.	Radha	Warulwadi
49.	Vikas	Narayangaon
50.	Renukamata	Warulwadi
51.	Sanyog	Warulwadi
52.	Vaishnavi	Warulwadi
53.	Kanhoba	Rajuri
54.	Ramkrushnahari	Khodad
55.	Sanskrti	Khodad
56.	Kashivishvwanath	Khodad
57.	Kadambari	Khodad
58.	Kiralalbaba	Khodad
59.	Harekrushna	Khodad
60.	yash	Hivare
61.	Dnyaneswari	Gunjalwadi
62.	Samrudhi	Yenere
63.	Kapila	Golegaon
64.	Shitaladevi	Rajuri
65.	Vaibhav	Basti
66.	Janki	Inamgaon
67.	Tanishka	Nirvi
68.	manini	Ranjangaon
69.	Adimaya	Englun
70.	Ekta	Englun
71.	Saraswati	Englun
72.	Muktadevi	Bhivade Khu.
73.	Parvati	Yenere
74.	Sradha	Kusur
75.	Tapashya	Kuran
76.	Jijamata	Macher
77.	Kamljai	Dimbha
78.	Muktai	Shelgaon
79.	Supriya	Shelgaon
80.	Kanhiya	Kadbhanwadi
81.	Prerna	Hagarewadi
82.	Shree Gurudatta	Hagarewadi
83.	Jijamata	Shirshathwadi
84.	Saraswati	Redni

3. Scheme Name: MSE-CDP

SR. NO.	NAME OF THE ENTREPRENEUR	ADDRESS
1.	Goa Food Products	D/2, Shivajinagar, Manikbaug, Pune 411031
2.	Kokan Agro Products	Flat No.3, Gangadarpan Soc., Subhashnagar, Pune
3.	Natures Wonders	Thorat Heights, Bhusari colony, Kothrud, Pune
4.	Prakash Agro Products	Savitri, Rakshalekha Socty, Dhankavadi, Pune-43
5.	Ayu Agro Product	Mayureshwar Ashray, Parvati Darshan, Pune-9
6.	Women Art Food Processing Centre	38B, Shaniwar Peth, Pune
7.	Heart Agro Tech Institute	Mayureshwar Ashray, Parvati Darshan, Pune-9
8.	Tara Natural Food Processing Pvt. Ltd	Yewalewadi, Tal-Haveli, Pune-48
9.	Kamal Food Product	Malhari Martand Scty. ,Sahakarnagar, Pune-9
10.	Renuka Griha Udyog	651, Budhwar Peth, Pune-2
11.	Ramnath Foods	6, Tirupati Complex, Dhankawadi, Pune
12.	Shubham Freshner	506/2, Narayan Peth, Pune- 30
13.	Reenkal Nutrics	Shivaji Putala, Dapodi, Pune-16
14.	Rupesh Food products	3, Mayureshwar Ashray, Parvati darshan, Pune-3
15.	Royal Instant Soup Mixes	910, Budhwar Peth, Pune-2
16.	Priyanka Food Products	124/2, Ashirwad Socty, Kalas, Pune-15
17.	Parag Food products	41, Govind Apt., Rasta Peth, Pune-11
18.	Siddhi agro industries	P. No. 35, chaitanya nagar, Dhankawadi, Pune
19.	Rilesh Agro Products	S.No.3/9,Yashashree colony, karvenagar, Pune-52
20.	Priya Agro Product	607, Om Sai plaza, Rasta Peth, Pune
21.	Kotul Phal Prakriya Griha Udyog	373,Shaniwar Peth, Pune-30
22.	Sai Foods	22, Syali Apt., Kanchang- anga, Market Yard, Pune-37
23.	Swami Samarth Udyog	22, Syali Apt., Kanchang- anga ,Market Yard, Pune-37
24.	Samarth Agro Products	59, Raviwar Peth, Pune-2
25.	Chetak Products	4/25, Laxminagar,Parvati, Pune

4. Scheme Name: TREAD

SR. NO.	NAME OF THE ENTREPRENEUR	ADDRESS
1.	Vidhya Mohan Mane.	H.No.501, Vyanktesh Soc., Balajinagar, Dhankawadi, Pune.
2.	Kadam Rasika Ramesh	At.Ambegoan Pathar, Sr.No.25/2, Pune. 46
3.	Dalavi Nitija Rajaram.	288, Ekbote Colony, Ghorpade Peth, Near Bhavsar Mangal Karyalay, Pune. 42
4.	Tupti Ravindra Kamathe	Sr.No.15/2, Gulavewadi, Bhosari Pune.39
5.	Sou.Padmaja Dhananjay Dongare.	Raj Palace Lane 2, Netajinagar, Pimple Gurav, Pune.
6.	Sou.Sangita Shivaji Pawar.	Sr.No.72/1, F.No.A-103, Krushnai Vihar, Pimple Gurav, Pune.
7.	Chitra Kisan Kabadi	At.Padali,po. Manikbaug, Tal. Junner, Dist. Pune
8.	Vijaya Shankar Pachpute	A/p. Nareayangaon, Tal. Junner, Dist.Pune
9.	Aruna Vijay Pawar	Sr.No. 633, Mahatma Phule, Ganj Peth, Pune- 42
10.	Sou.Rekha Vishwanath Patil	Sr.No.37/2, Mozeswadi, Vadgaon Sheri, Pune
11.	Surekha Anil Jagtap	At/p- H.No. 21, Dalaj No.3, Tal- Indapur, Dist- Pune
12.	Vidhya Kiran Gaikwad	At/po- Sansar, Tal- Indapur, Dist- Pune
13.	Smita Pradip Kendale	124/2, Vidya Vihar Co.op Soc., opp.Jyoti Vihar, Dhankawadi, Pune
14.	Sou.Rohini Anil Dhumal	Ghodegaon road, near post office Manchar, Tal. Ambegaon, Dist. Pune.
15.	Shalini Vaijanath Ovhal	At/po- Yawat, Tal- Daund, Dist- Pune
16.	Sou.Kantabai Ramchandra Kadam	A/p.Yawat, Tal.Daund, Dist.Pune
17.	Sou.Shashili Raju Murgeshan	Sr.No.164, Rajiv gandhinagar, Lohgaon, Pune.

5. Scheme Name: CGTMSE

SR. NO.	NAME OF THE ENTREPRENEUR	ADDRESS
1.	Sapkal Sandhya Chagan	A/p.Sapkalwadi, Tal. Indapur, Dist. Pune.
2.	Smt.Nanda Sanjay Mohite	A/p.Shelgaon, Tal. Indapur, Dist. Pune.
3.	Sou.Sangita Rajesh Mane	A/p.Kati, Tal.Indapur, Dist. Pune.
4.	Kaveri Maruti Bhadravati	Sr.No.66, Dombharwadi, Ghorpadi, Pune.1
5.	Mangla Petras Gaikwad	s.No.60,Dobalwadi,Ghorpadi,Pune.1
6.	Triveni Hanumant Gaikwad.	S.No.50/1/3, Bhimnagar Road, Po. Mundhwa, Pune. 36, Near B.G.Shirke Com.Gate No.2
7.	Shena Sandip Harpade	Bhairo Chowk, Fursungi, Pune
8.	Sou.Manisha Vijay Duche	Sr.No.175, Bhekrainagar, Pune.
9.	Sou.Jayshree Subhash Kale	Sr.No.206,Tukai Darshan,Saswad Rd,Fursungi, Tal. Haveli, Pune
10.	Vanita Hanumant Bayas	Gat. No. 636, Jejuri Naka, Lawathuleshwar Temple, Jejuri, Tal- Purandar, Dist- Pune
11.	Sou.Sangita Ashok Malvadkar.	A/p.Jejuri, Tal. Purandar, Dist. Pune.
12.	Sou.Neeta Samadhan Mahamuni	A/p.Nira, Tal. Purandar, Dist. Pune
13.	Ku.Ashwini Balkrushan Dhumal.	A/p.Jeur, Tal. Purandar, Dist. Pune.
14.	Gauri Arun Dodke	At/po- Health Camp, Pandavnagar, Pune- 16
15.	Khaladkar Anjali Lalit	A/p.Mangalwar Peth, Dhanwantari Plaza, Bhor, Tal. Bhor, Dist. Pune.
16.	Sou.Yogta Sairaj Khutwal	A/p.Bare Khurd, Tal. Bhor, Dist. Pune
17.	Sou.Bharati Shivaji Gadhawe	Behind Sahyadri Engg.,Collage, Bhor, Tal. Bhor, Dist. Pune.
18.	Sou.Savita Rajendra Lolage.	Gat.No.33, A/p.Nasarapur, Tal. Bhor, Dist. Pune.

6. Scheme Name: SBI Stree Shakti Scheme

SR. NO.	NAME OF THE ENTREPRENEUR	ADDRESS
1.	Ku.Sunita Pandharinath Kondalkar	207, Mangalwar Peth, Bhore, Tal. Bhore, Dist. Pune.
2.	Jyoti Sanjay Joshi	At/ po- Wadgaon Rasai, Tal- Shirur, Dist- Pune
3.	Sou.Yogta Sairaj Khutwal	A/p.Bare Khurd, Tal. Bhore, Dist. Pune
4.	Sou.Manisha Rajesh Parbhal	H.No.169, A/p.Pande, Tal. Bhore, Dist. Pune.
5.	Sou.Shubhangi Hemant Jaykar	A/p.Ranjegaon, Tal. Bhore, Dist. Pune
6.	Waghchoure Manisha Dnyaneshwar	Kasturba Gandhi Vasahat, Near Central School, Aundh, Pune.7
7.	Ku.Tajin Mehboob Mujawar	R.No.5,B.No.4, MSEB Colony, Ashoknagar, Pune
8.	Sou.Renuka Sanjay Kharmare	Vetal Peth, Tal. Bhore, Dist. Pune.
9.	Smt.Mangala Dattatray Hadage	Ramnagar., Warje,Pune.
10.	Sou.Kirti Vinod Bodake	A/p.361, Gavadi, Tal. Bhore, Dist. Pune
11.	Anusaya Ambadas Shinde	Paud Road, Kothrud, Pune
12.	Ku.Amrपाली Baliram Parde	Sr.No.3 Laxminagar, Kondhwa, Pune. 18
13.	Sou.Suvarna Dinesh Rasane	Lilawati Palace, Dattanagar, Ambegaon Bk., Tal. Haveli, Dist. Pune.
14.	Sou.Usha Shivputra Jane	Siddharthnagar, Dapodi, Pune.12
15.	Sou.Nandini Jaysilan Pillay	30 Burr Road, opp.SBI, Khadki, Pune
16.	Surekha Vijay Gaikwad	878, Nana Peth, Pune.2
17.	Thorath Archana Narayan	A/p.Waghale, Tal. Shirur, Dist. Pune.
18.	Garud Rupali Ashok.	A/p.Mukhai, Tal. Shirur, Dist. Pune.
19.	Randive Savita Sadashiv.	A/p. Ranjangaon sandas, Tal. Shirur, Dist. Pune.
20.	Sou.Jaya Sunil Gaikwad	A/p.Ranjangaon Ganpati, Tal. Shirur
21.	Sou.Aparna Santosh Parbhane	A/p.Vadgaon Rasai, Tal. Shirur, Pune
22.	Sunita Mukund Phatangare	Hudco Colony, Shirur, Tal. Shirur, Dist. Pune
23.	Sou.Yogita Dnyaneshwar Dherange	A/p.Koregaon Bhima, Tal. Shirur, Dist. Pune
24.	Sou.Semma Rajesh Goyal	67, Nava Bazar, Khadki, Pune.3

7. Scheme Name: BOI's Priyadarshini Scheme

SR. NO.	NAME OF THE ENTREPRENEUR	ADDRESS
1.	Priyanka Ramchandra Kamble	Sakhor,Po.Belhe,Tal.Junner
2.	Urmila Suresh Kokane.	A/p.Rajuri, Tal.Junner, Dist.Pune
3.	Sonal Govind Varule.	A/p.Narayangaon, Tal. Junner, Dist.Pune
4.	Jayshree Rajaram Sul	A/p.Dagadwadi, (Nirwangi), Tal. Indapur
5.	Sou.Sangita Rajesh Mane	A/p.Kati, Tal.Indapur, Dist. Pune.
6.	Sou.Vijaylaxmi Malshetappa Byali	Bldg.No.4, FlatNo.301, Kaspate vasti, Wakad,Pune
7.	Dr.Varsha Narhari Mallurwar	D-10, Soba Optima, Opp.Indian Hume Pipe, Manikbaug, Vadgaon Budruk, Sinhgad, Road, Pune.
8.	Soniya Sudesh Salunkhe	399, Bhawani Peth, Pune.
9.	Salunkhe Priyanka Rupesh	A/p.Vadgaon Nimbalkar, Tal. Baramati, Dist. Pune.
10.	Baby Ramesh Sathe	Kambleshwat, Tal. Baramati
11.	Uma Suresh Badgu	525, Ganj Peth, Pune- 41 1042
12.	Sou.Pushpa Bhalchandra Yewale.	F.No.5,Gangasagar Chambers, Indiarnagar, Chinchwad,Pune.
13.	Kum.Swapnarani,Mahadeo Bhadarake	S.No.325/3,Talera Hospital Road, Bhadarake Niwas,Chinchwadgaon,Pune.33
14.	Nisha Vinayak Danke	1091,Rupeenagar Hou.Soc.,Rupeenagar,Nigadi
15.	Sunanda Ramesh Gonpagar	Sr.No.999/3,Nadhenagar, Nanda deep Colony,Kalewadi, Pimpri, Pune.17
16.	Anita Sunil Sasane	Sector No.- 2, Bldg. No. 42/4, Yamunanagar, Nigadi, Pune – 44
17.	Smita Chandrakant Dhainje	At/po- "Parijatban", Room No. 31, Sudarshan Nagar, Chinchwad, Pune
18.	Manisha Ravi Kausal	Flat No. 3, Nitika Appts, Tapkiranagar, Pimpri, Pune – 17