



Analysis is on Awareness of the Indian Government Schemes among the Women Entrepreneurs of Madurai District

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ABSTRACT

Indian Government is current different inspirations and has presented different plans concerning energize ladies business venture. A new plan named Stand up India' announced by the public power, which considerations on money related favorable circumstances for ladies, licenses woman's financial specialists World Education Services (WEs) to benefit themselves of bank propels from Rs. 10 lakhs to Rs. 1 crore in the gathering and trading regions. The Government has moreover dispatched. A Mudra Yojana Scheme for Women', which extends credits going from Rs. 50,000 to Rs. 10 lakhs for longing Wes, who wish to develop privately owned business tries. Besides, there are various banks that offer different designs to WEs subject to their development essential and try size. In India, different associations are set up for the headway of woman's undertaking, specifically, Partnership of Indian Women Entrepreneurs (WASME), Entrepreneurship Development Institute of India (EDII), District Financial Institutions (DFI) with everything taken into account, World Assembly of Small and Medium. Financial specialist (WASME), National Institute for Entrepreneurship and Small Business Development (NIESBUD), National Bank for Agriculture and Rural Advancement (NABARD), Small Industries Development of Bank of India (SIDBI, etc Subsequently, this paper is revolved around recognizing Wes' cognizance of Government-progressed WE conspires in Madurai locale and offering reasonable suggestions to raise their care. The fundamental data have been assembled from 150 WEs by accepting solace examining procedure. The apparatuses utilized for the assessment are straight forward rate procedure and Weighted Average Rank. The revelations of the examination uncover that by far most of the WEs think about Muthra Yojana plot, Industrial Finance Corporation of India Scheme of Interest Subsidy for Women Entrepreneurs.

Keywords: Entrepreneurship, Women business visionary, Madurai district, Government Assistance, Popular, Schemes.

1. Introduction

These days WEs start their activities by contributing a small sum all alone, they anticipate financial help from the public authority for settling their business. The Government of India, thinking about the meaning of lady's business and their commitment towards nation's development and possibilities, has presented new plans for aiding ladies. The Government advances India's pioneering biological system by giving simple admittance to credits, organizations, markets and preparing. The Government of India has presented different plans for ladies like Prime Minister's Employment Generation Program, and Support Training and Employment Program for Women (STEP) who has had no admittance to formal abilities, particularly in rustic India. Despite the fact that, the public authority has presented various plans for the advancement of lady's business, just 14 percent establish WEs in India (Sixth Economic Sense), of which, 80% account their business all alone as indicated by the state shrewd examination of WEs in the country by She At work (<https://sheatwork.com/>), an information center point for WEs.

The principle purpose behind non-use of the Government Schemes is absence of consciousness of different business venture plans advanced by Central

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and State Government. Further, the public authority has just started in presenting the ladies business undertaking improvement plans, however not focused on spreading them. Henceforth, a larger part of the WEs don't know about plans advanced by the Government. Thus, in this article an exertion has been made to recognize the WEs' familiarity with Government schemes in Madurai district and propose reasonable measures for bringing issues to light among lady's business people.

2. Review of Literature

FarrWherton and Brunetto (2007) in their investigation have determined that proficient WEs watch out for Government plans to create connections to use these chances productively to build up their business. They have additionally uncovered that the public authority has not appropriately promoted their plans among ladies business visionaries

[1]. Singh and Beiwal (2008) in their investigation have uncovered that the Government may detail various systems and plans for WEs, however there is a hole among aim and execution

[2]. Rizvi and Gupta (2009) in their investigation have contended that governmentsupported progression exercises help just metropolitan and middleclass female individuals because of their data access and level of training

[3]. Brinda Kalyani (2010) in her investigation has appropriately brought up that most of the limited scale business people know about the monetary plans offered by the public authority.

[4]. Itani et al. (2011) in their examination have seen that Government of India invests vital amounts of energy to energize ladies business visionaries, yet numerous ladies business people are unconscious of the plans presented for the advancement of business

[5]. Garba (2012) has recommended that Government or strategy producers should lead workshops and classes among intrigued ladies business people with regards to request to

[6]. Sedamkar (2011) in his examination has featured that rustic ladies business visionaries are unconscious of strategies and plans offered by Central and State governments. The public authority should step up to the plate and make familiarity with the plans and endowments among ladies

[7]. Uma SN and Ramesh HN (2018) in their investigation have brought up that arising business visionaries are much the same as infants. They can't remain on their own feet. Thus, at any rate in the underlying phases of their business fundamental help might be stretched out by the Government for their endurance and supportability. Subsequently, both State and Central Government need to find a way to arrive at a definitive recipient

[8]. From the writing survey, it is found out that past examinations were done to evaluate the attention to Government plans among WEs at different spots in India. Yet, very few investigations have been done in Madurai district. Consequently, an endeavor has been made in this investigation to analyze WEs' consciousness of Indian Government plans for the advancement of lady's business visionaries in Madurai district.

3. Statement of the Problem

Both Central and State Governments have presented different novel plans for the improvement of WEs. The accomplishment of a plan could be estimated by learning the degree of use by the recipients. Ladies business people are using just chosen plans advanced by the Government. The purpose for low degree of use of Government plans might be the obliviousness of lady's business people. Consequently, an endeavor has been made in this investigation to recognize lady's business visionaries' degree of familiarity with plans presented by the Government for the advancement of WEs in Madurai district.

4. Objectives of the Study

- ✓ To recognize the financial profile of the WEs
- ✓ To find out the mindfulness on Government plans accessible for WEs

5. Scope of The Study

The current exploration work has been taken up to investigate the familiarity with Government plans among WEs in Madurai local.

6. Significance of the Study

The current exploration work will be helpful to WEs and government. The investigation may assist the public authority with seeing how far lady's business dreamers know about the plans advanced by it. In this manner, Government may outline appropriate techniques for making mindfulness among WEs. Moreover, the exploration work helps WEs to comprehend the plans offered by the Government and to use the equivalent to a most extreme

7. Research Methodology

DATA

Primary data have existed collected using questionnaire and secondary data through different reviews of literatures and networks.

SAMPLING METHOD

Through employing suitable sampling data were collected from 150 respondents in Madurai district.

FRAMEWORK OF ANALYSIS

To discovery normality of test, Kolmogorov-Smirnov test is employed. The result of KS quiz releases that population is not generally disseminated. Hence, Simple percentage and Weighted Average Rank are hired.

Table 1 Test Normality

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

Source:

Since the above it is discovered that calculated P value of the Kolmogorov-Smirnov and Shapiro-Wilk test is less than 0.01, clearly proving that the data are not generally distributed. Hence, we laboring non-parametric test.

8. Discussion and Recommendations

DEMOGRAPIC FACTORS

Table 2 Area Residence

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

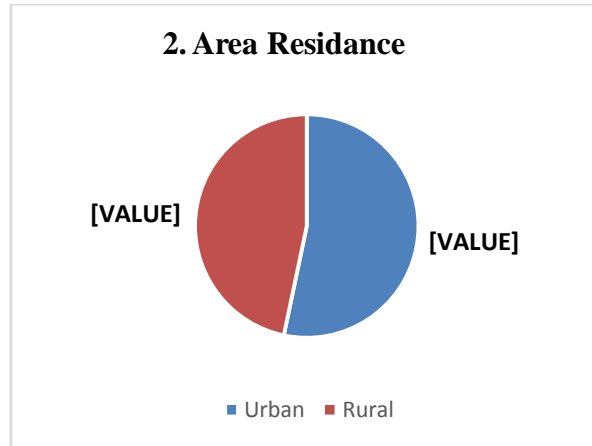
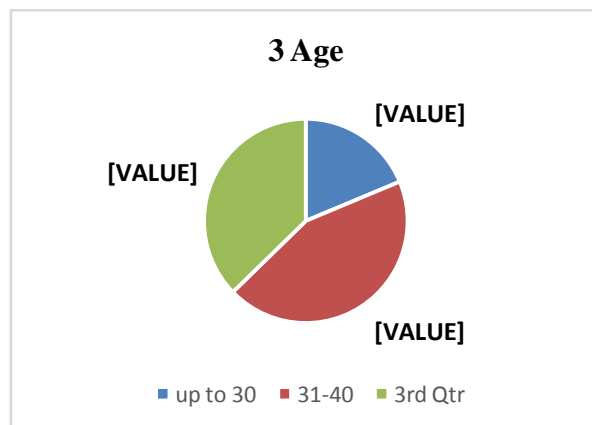


Table 2 Area residence is the Out of 150 women entrepreneurs in 80 (53.3%) reside in urban, and the rest 70 (46.7%) in rural, ranges. The popular of the women entrepreneurs are in the urban area in maximum percentage.

Table 3 Age

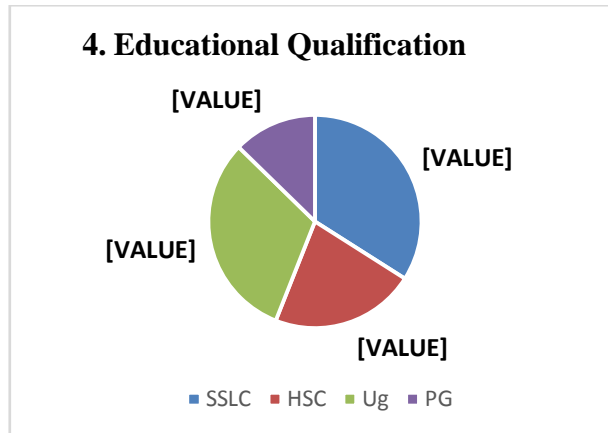
Age (Years)	Numbers	Percentage
Up to 30	28	18.7
31 – 40	66	44.0
Above 40	56	37.3
Total	150	100.0



The table 3 is the age in years 28 (18.7%) women entrepreneurs are in the age group of 30 years, 66 (44%) between 31 and 40 years and the remaining 56 (37.3%) overhead the age of 40 years. Accordingly, greatest of the women entrepreneurs age groups between 31 and 40 years in Madurai district entrepreneurs.

Table 4 Educational Qualification

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



The table 4 Educational qualification is 51 (34%) women entrepreneurs have SSLC qualification; 33 (22%) Higher Secondary educational qualification; 47 (31.3%) graduate educational qualification and the rest 19 (12.7%) post graduate educational qualification. Therefore, most of the women businesspersons have SSLC educational qualification it is very important one of the qualification.

Table 5 Marital Status

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

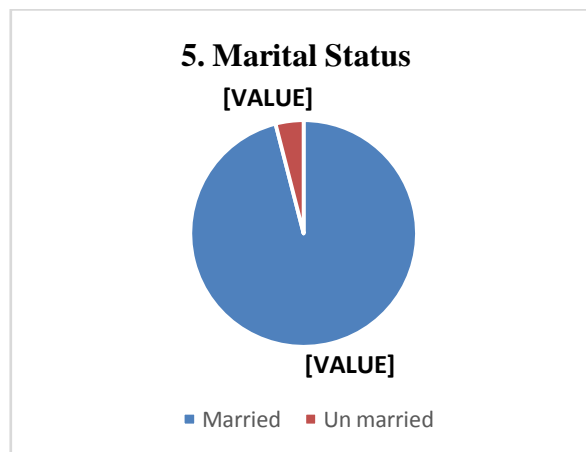


Table 5 Marital status is the married and un married entrepreneurs is one hundred and forty four (96%) women entrepreneurs are married and the rest (4%) are unmarried. Therefore, it is observed that a popular of the women entrepreneurs remain married in Madurai district.

Table 6 Type of family

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

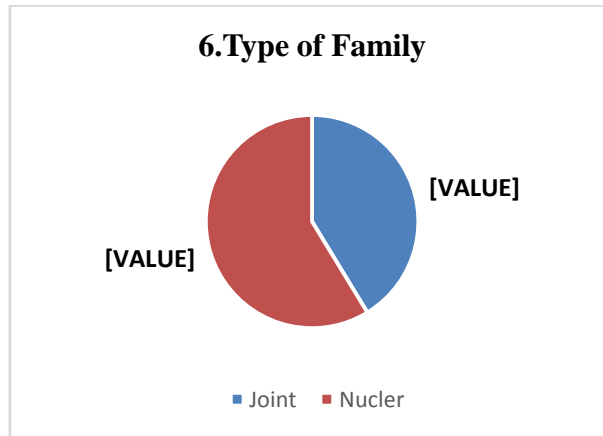


Table 6 is Type of family in entrepreneurs joint and nuclear family 62 (41.3%) women entrepreneurs belong to joint family and the remaining 88 (58.7%) to nuclear family. Therefore, a popular of the female’s entrepreneurs belong toward nuclear family in Madurai district.

Table 7 status in family

Status in Family	Numbers	Percentage
Head	22	17.7
Member	128	85.3
Total	150	100.0

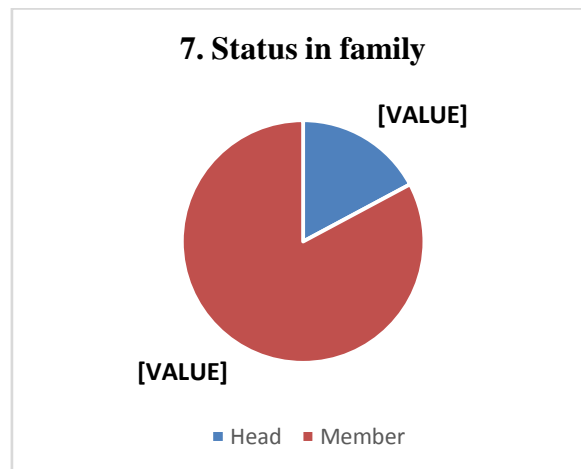


Table 7 Status in family it two types of head and members 22 (17.7%) women entrepreneurs are substitute as heads of the family and 128 (85.3%) are members of the family. Therefore, a popular of the women entrepreneurs are memberships of the family in Madurai district.

Table 8 Monthly Income

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

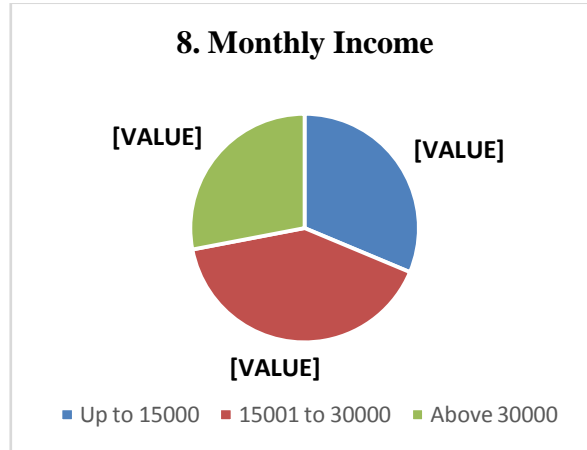


Table 8 The monthly income of 47 (31.3%) women entrepreneurs range up to Rs. 15000, that of 61 (40.7%) from Rs. 15001 to Rs. 30000 and that of the remaining 42 (28%) above Rs. 30000. So, most of the women business persons monthly income ranges between Rs. 15001 and Rs. 30000 Madurai district entrepreneurs.

Table 9 Family Income

9. Family Income	10. Numbers	11. Percentage
12. Up to 30000	13. 60	14. 40.0
15. 30001-50000	16. 40	17. 26.7
18. Above 50000	19. 50	20. 33.3
21. Total	22. 150	23. 100.0

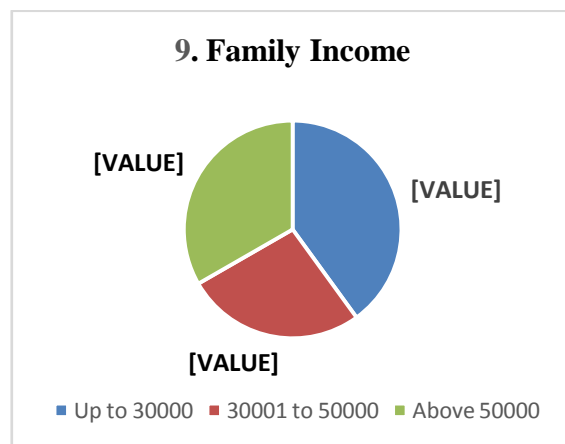


Table 9 The monthly family income of 60 (40%) women entrepreneurs ranges up to Rs. 30000, that of 40 (26.7%) from Rs. 30001 to Rs. 50000 and that of 50 (33.3%) above Rs. 50000. Therefore, the monthly income of maximum of the women business persons family series up to Rs. 30000 incomes.

Table 10 Family Expenditure

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

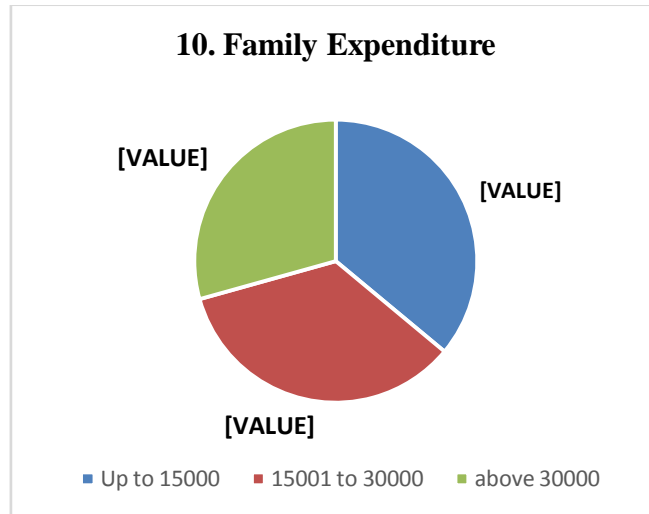


Table 10 The monthly family expenditure of 54 (36%) women entrepreneurs series up to Rs. 15000, that of 52 (34.6%) from Rs. 15001 to Rs. 30000 and that of 44 (29.3%) above Rs. 30000. Therefore, greatest of the women business persons ‘family expenditure series up to Rs. 15000.

Table 11 Nature of the Business

Family Expenditure	Numbers	Percentage
Production	31	20.7
Trading	50	33.3
Service	69	46.0
Total	150	100.0

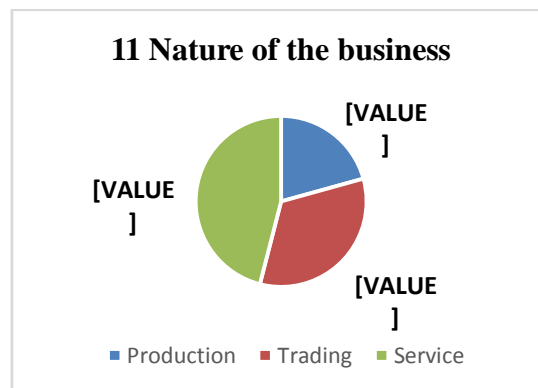


Table 11 Nature of the business 31 (20.7%) women entrepreneurs are complicated in production oriented business, 50 (33.3%) takeout trading form of business and the remaining 69 (46%) carry out service oriented activity. Therefore, a popular of the women entrepreneurs are complicated in service-oriented activity in Madurai district women’s.

Table 12 Location of the business

Location of Business	Numbers	Percentage
Urban	98	65.3
Rural	52	34.7
Total	150	100.0

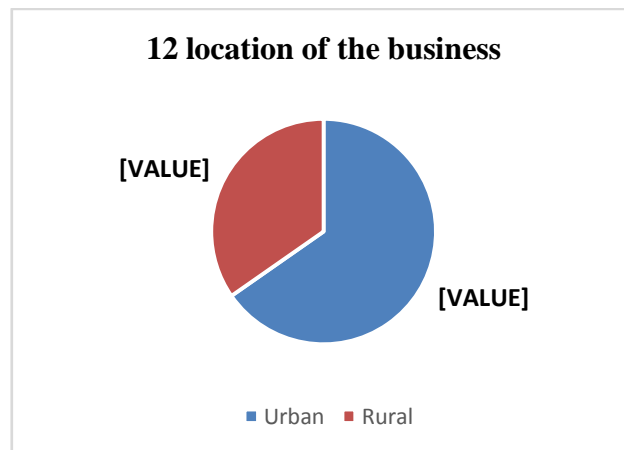


Table 12 Location of the business 98 (65.3%) WEs transfer out their business in urban areas and the outstanding 52 (34.7%) in rural areas. Therefore, a popular of the women businessperson transfer out their business in the urban area.

Table 13 Experience in Business

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

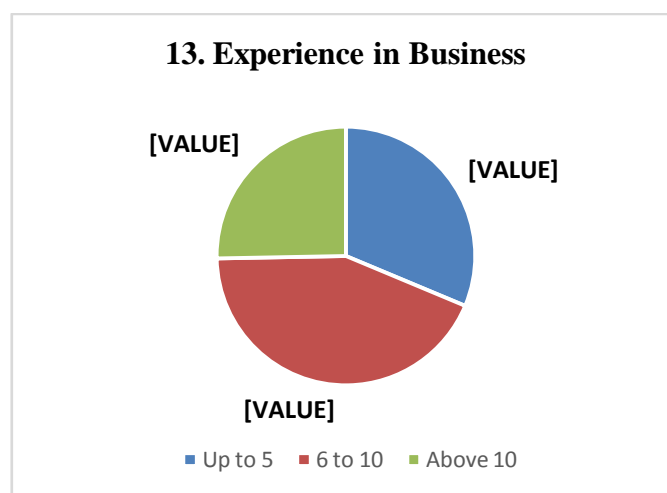


Table 13 Experience in business 47 (31.3%) women entrepreneurs have five years of experience in their business, 65 (43.4%) six to ten years and the remaining 38 (25.3%) further than ten years. Therefore, greatest of the women businessperson’s business experience ranges from six to ten years Madurai district women’s.

Table 14 First generation

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

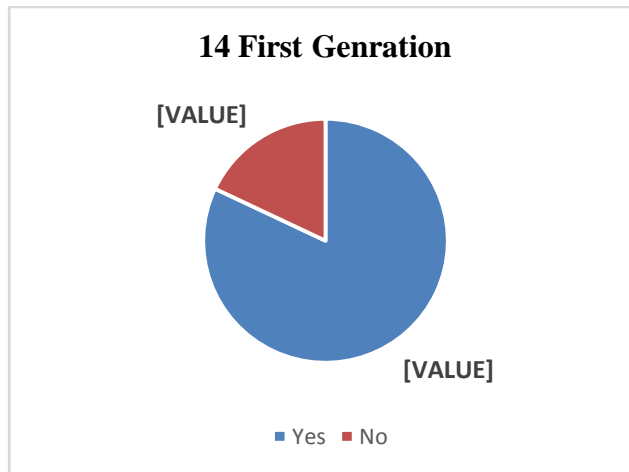


Table 14 is First Generation 123 (82%) women are first generation entrepreneurs while the remaining 27 (18%) are not. Therefore, a popular of the WEs are first generation entrepreneurs. The Indian Government should pay extra attention to the first generation entrepreneurs by creating awareness among them of the schemes funded by it.

Table 15 Initial Investment

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

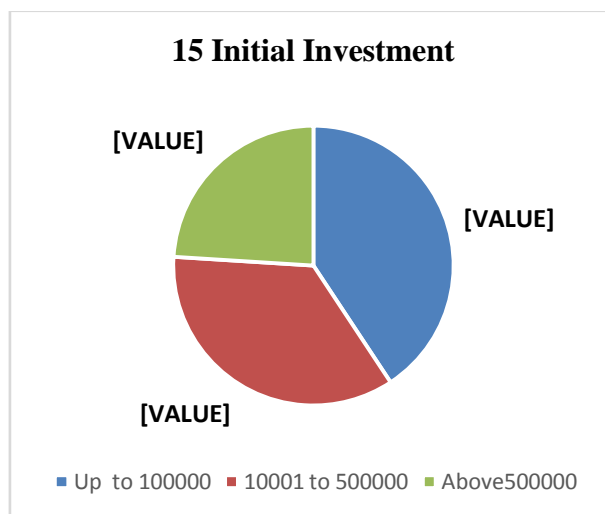


Table 15 initial investment the business investment of 61 (40.7%) women entrepreneurs choices up to Rs. 100000, that of 53 (35.3%) from Rs. 100001 to Rs. 500000 and that of the outstanding 36 (24%) above Rs. 500000. Thus, most of the women businesspersons' business savings ranges up to Rs. 100000 in Madurai District.

Table 16 Amount for working capital

Amount of Working Capital	Numbers	Percentage
Up to10000	59	39.3
10001-20000	39	26.0
Above 20000	52	34.7
Total	150	100.0

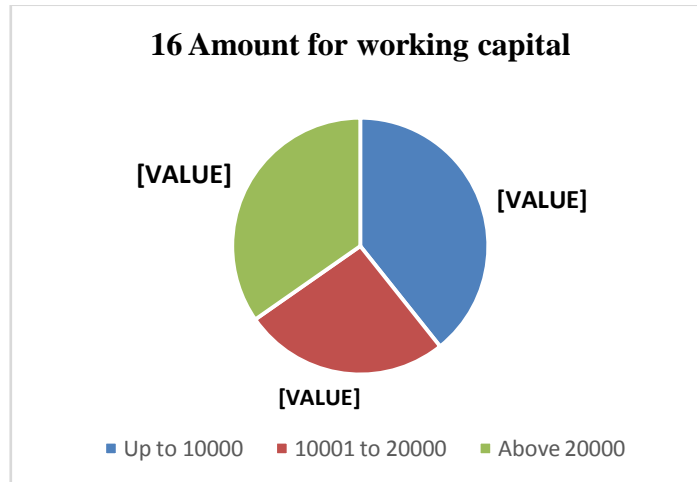


Table 16 Amount for working capital According to their own statements, the business working capital of 59 (39.3%) women businesspersons ranges up to Rs. 10000, that of 39 (26%) from Rs. 10001 to Rs. 20000 and that of the rest 52 (34.7 %) above Rs. 20000. Therefore, greatest of the women businesspersons agree that their business working capital ranges up to 10000 in Madurai district.

Table 17 source of capital

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

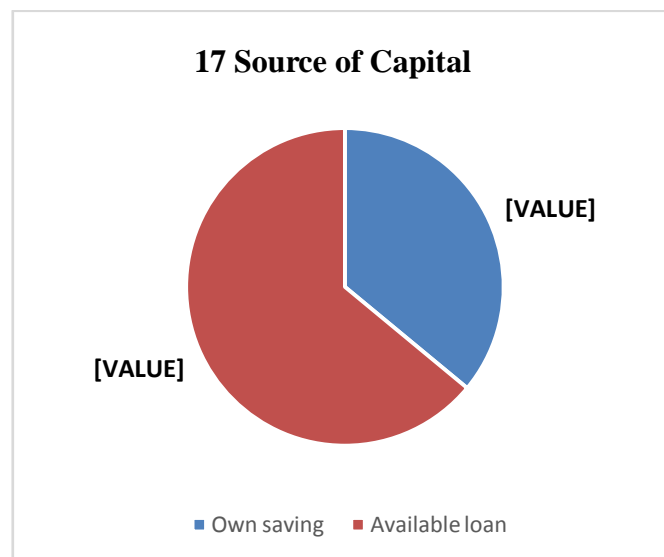


Table 17 Source of capital 54 (36%), WEs invest from their own savings as capital for elevation of their business and the outstanding 96 (64%) avail themselves of loans for their capital. Thus, a majority of the females entrepreneurs avail themselves of loans for helping their business in Madurai district.

A. Business Profile

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

B. Women Entrepreneurs Awareness on Government

Both Central and State Governments have introduced numerous schemes for the development of Women Entrepreneurship. To ascertain the schemes that Women Entrepreneurs are highly aware of, Weighted Average Rank is employed. The following table discloses the result of the study.

Table 18 Schemes

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

The consequence of Weighted Average Score unveils a greater part of Women business people know about —Mudra Yojana Scheme for Womenl, —Industrial Finance Corporation of India Scheme of Interest Subsidy for Women Entrepreneursl, —Annapurna Schemel and so on

Henceforth, the Government needs to make consciousness of its plans among ladies business visionaries by directing fundamental ladies business mindfulness camps, promotions through online media and so on. Further, the state government may make separate ladies business person cell/relationship in each region with the goal that WEs can get lucidity on, and admittance to, helpful plans.

9. Suggestions

Government should assume liability to contact the ladies business visionaries through web-based media, public missions, the neighborhood offices of trade and so on. Instructive organizations in Madurai District locale should hold hands with the Government to make consciousness of business venture plans. Essentially, Lions and Rotary club individuals ought to likewise stretch out important help to Government for advancing consciousness of business plans among ladies business people. Banks in Madurai District region ought to unmistakably show different business person plans advanced by the Government at their branches.

10. Conclusion

The investigation uncovers that WEs mindful of Mudra Yojana Scheme' to begin and extend of salons, educational cost places and fitting units. They are additionally mindful of Industrial Finance Corporation of India Scheme of Interest Subsidy for Women Entrepreneurs, Annapurna Scheme and so on. Regardless of the Government activities, a couple of ladies business people are profited. To expand the quantity of recipients, the state Government needs to receive a steady checking framework. Further, instructive establishments and social clubs ought to stretch out fundamental help to Government authorities for making mindfulness among ladies business visionaries.

11. Scope for the Further Research

Future analysts may investigate ladies business people's impression of Government plans. A different report might be completed to determine the issue looked by ladies business people while profiting themselves of Government help, and their fulfillment towards Government plans. An examination may likewise be completed to consider the challenges looked by WEs in item promoting. Achievement of deals relies upon item marking. Thus, an investigation might be done to contemplate the marking component received by ladies business people for showcasing their items.

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