



A Study on Awareness and Review of Pradhan Mantri Mudra Yojana Scheme among Women Rural Beneficiaries in Telangana Region.

¹Dr. M. Geeta, ²Linganagunta Bharthwaj, ³G. Gayatri, ⁴Gooda Akash

¹Associate professor, KLEF

BBA 21 Batch Students, ²(2110560048), ³(2110560043), ⁴(2110560045)

ABSTRACT:

In India, women are considered to be the back bone of economy. The percentage of women in MSME's are around 20.37% out of which 23.3% women belong to the labour force. (IBEF, 2022). The women entrepreneurs are increasing their presence in India and are reasons for changes in economical and demographical environments. The flagship programme of the Modi Government for entrepreneurship "Pradhan Mantri Mudra yojana scheme" was mostly availed by the women entrepreneurs. The present study is on the entrepreneurship scheme offered by central government i.e., "Pradhan Mantri Mudra Yojana" which is massively promoting women entrepreneurship in terms of opening accounts in various banks and availing loans. The present study is based on the literature on Pradhan Mantri Mudra Yojana scheme. The purpose of this study is to review and identify the benefits derived by rural women beneficiaries from Telangana region. The study investigates the awareness of PMMY on these rural women beneficiaries. The data is secondary data is collected from research articles of national and international authors.

Key Words: Pradhan Mantri mudra yojana, women entrepreneurs, banks, awareness.

INTRODUCTION:

Pradhan Mantri MUDRA Yojana (PMMY) is a scheme launched by the Hon'ble Prime Minister on April 8, 2015. Mudra loans are available from 50,000/- to 10,00,000 to the non-corporate, small and non-farm small/micro enterprises in India. Mudra loans are available from banks/NBFC's/ MFI's.

The eligibility criteria for Mudra loans are **Age limit** – 18-65 years.

Who can apply: Individuals, self-employed, business owners and women entrepreneurs. Group or cluster of artisans, self-help groups, Artisans who are registered under Development Commission (Handicrafts) and Women entrepreneurs who have trained themselves at R-SETIS or from any other prescribed institutions will be given preference while providing the loan. When it comes to the terms and conditions, no collateral is required for availing Mudra loan. The applicant should not have default payment history from any financial institution. The loan tenure will be usually, maximum 5 years and minimum 3 years. Those women who has 50% stake in any business can avail Mudra loan.

Credit History: With no past defaults from any financial institution and good repayment history.

There are **three types** of Mudra loans they are **Shishu, Kishore and Tarun**.

The interest rates for Mudra loans from various banks are

Bank	Loan Amount (INR)	Interest Rate (%)
State Bank of India (SBI)	Rs. 10 lakhs	10.15% onwards
Bank of Baroda (BOB)	Rs. 10 lakhs	9.65% onwards +SP
Bank of Maharashtra	Rs. 10 lakhs	8.70% onwards
Andhra Bank	Rs. 10 lakhs	10.40% onwards

The present study is about the impact and awareness of PMMY among rural women. Under Mudra Yojana scheme the Government of India has launched a scheme as Mahila Udhayami yojana an alternative name for Mudra yojana scheme for women. The government of India has informed all the banks to

reduce the interest up to 25 base points for women borrowers, hence the women entrepreneurs pay less interest for the loan borrowed. In spite of less interest rate, few women have borrowed. 70% of the loans are granted to women from 2015 to 2019. Tamil Nādu, West Bengal, Karnataka and Bihar are top states where women have received mudra loans in India.

The start-up Telangana is empowering women through various schemes namely, Mahila Udhyaami Nidhi scheme, Mudra yojana scheme, Annapurna scheme etc., The state government has established and supported numerous eco-system enablers for startups and entrepreneurs such as TSIC, T-Hub, T-Works, WE-Hub, RICH, and TASK. The mudra loans sanctioned under various schemes in Telangana are 8,134.81 crores. When compared with other states like Tamil Nādu, Karnataka, West Bengal and Bihar, the loans availed by Telangana women entrepreneurs are very low in figures.

LITERATURE REVIEW:

Divya Maha Dhule and Shiny Chib (2022) has studied about the impact of Pradhan Mantri Mudra Yojana scheme, on women entrepreneurs. They reviewed that women become financially and economically independent, through support system from the government, civil society. The result of their review was the PMMY scheme is encouraging women entrepreneurs massively for availing loans.

Varuna Agarwal, Sudharshan Maity and Tarak Nath Sahu (2022), has examined a micro credit scheme, Mudra yojana. The scheme encourages female participants by charging less interest rates. The study was based on 417 female beneficiaries from tribal areas of West Bengal. The findings were the women could be active agents of change in family and society.

Pushpender Kumar, Divya Nandrajog (2021) has investigated the impact of Mudra yojana on socio economic growth and development of women in India. 300 female respondents were selected as sample for the study in Delhi region. The results of the study are Mudra loans has made woman financially independent through establishing businesses and also increasing their monthly household incomes.

Shashank. B. S and Suresh ramana Mayya (2022) has examined the effectiveness of mudra yojana from the point of view of government of India to promote the micro enterprises. According to their observation, growth in MSME and financial support for women entrepreneurs were facilitated through Mudra Scheme.

Garima Singh and Neelma Singh (2022), has researched about the problems faced by women entrepreneurs under Mudra yojana scheme. They also emphasized that the mudra yojana scheme's main aim is to improve the status of women in India.

Ritesh Dwivedi (2018) has critically reviewed the PMMY scheme and concluded that Pradhan Mantri yojana scheme has been successful in the process of financial inclusion of rural people.

Srinivas R. (2021) has discovered that Mudra yojana scheme is acting as a catalyst in promoting women entrepreneurship. Srinivas has concluded that if women are given opportunity, they may become the pillars for Indian economy.

Jilu Antony 2021 has studied the role of Mudra yojana in employment generation. She related the problem of poverty with employment. The researcher concluded that employment generation may help the government in abolishing the poverty.

Anita Bindal, Dr. Rupesh Roshan Singh (2022), has thrown light on the scheme introduced by government of India, Mudra yojana, found to be very beneficial in providing loans to the non-corporate small and micro enterprises. Since 20% of the employment opportunities are provided by small businesses.

Veena Kumari (2018), has studied the impact of Mudra yojana on women, SC, ST, OBC. It was found that the scheme was promoting the women in improving their standard of living but the government must be strict in solving the problems arising in related with the scheme.

Yogesh Mahajan (2021), has studied the impact of Mudra loans on small businesses. The enterprises are benefitted from no collateral loans but the conclusion was, there was no impact on the standard of living and financial independence has not achieved by the women entrepreneurs.

Charulata Londe (2022), has identified the role of mudra yojana scheme in Maharashtra region. The main objective of the study is to identify the bottom of period who have taken benefit of mudra loans and the growth rate obtained by women entrepreneurship and general mudra loan holders.

Deepthi George (2020), has critically analysed the available data to verify whether the objectives of mudra loans are achieved and also assessed the impact of mudra scheme on the borrowers. The findings were, no much impact was there on the borrowers.

Simmi Vasistha (2021) has studied the overall impact of PMMY and also the amount disbursed to the borrowers. In conclusion mudra scheme generates significant and ripple effect on the employment generation and also on socio economic development of society.

Mukul Pandey, Dr. Bhrigu Nath Ojha (2022), has found that mudra scheme is "fund for unfunded." The researcher has attempted to study how MUDRA has impact on Development of Entrepreneurship opportunity in East Singhbhum District of Jharkhand.

OBJECTIVES:

1. To study the awareness of PMMY on these rural women beneficiaries.

2. To review and identify the benefits derived by the women entrepreneurs from Mudra loans in Telangana region.

Research methodology:

The present study is based on reviewing literature on Pradhan Mantri mudra yojana by various authors to know the awareness and review the benefits derived by the women entrepreneurs. The method of the research is descriptive and reviewed all the related articles for the study. The data is collected from various websites, international journals and articles by different authors. The secondary data is collected from Mudra portal for analysis and comparison of data for three states namely, Telangana, Tamil Nadu and Maharashtra.

Data Analysis.

To review and identify the benefits derived by the women entrepreneurs from Mudra loans in Telangana region. **Table : 1**

Mudra Loan Amount disbursed for the rural women beneficiaries in Telangana Region.

Year	Total amount disbursed	Amount disbursed for women beneficiaries.	Percentage of women beneficiaries.
18-19	9,82,204	7,72,785,	78.67
19-20	14,35,626	9,05,309,	63.06
20-21	6,36,219	2,82,466,	44.39
21-22	1,44,623	63,986	44.24

Source: Mudra portal.

Table :2

Mudra Loan Amount disbursed for the rural women beneficiaries in Maharashtra Region.

Year	Total amount disbursed	Amount disbursed for women beneficiaries.	Percentage of women beneficiaries.
18-19	43,85,981	31,88,535	73
19-20	47,69,888	34,78,991	72
20-21	37,54,163	29,57,673	78
21-22	17,29,228	14,87,951	86

Source: Mudra portal.

The rural women beneficiaries from Maharashtra are more than 70% from the total loan amount disbursed for the states.

Table:3

Mudra Loan Amount disbursed for the rural women beneficiaries in Tamil Nadu Region.

Year	Total amount disbursed	Amount disbursed for women beneficiaries.	Percentage of women beneficiaries.
18-19	74,40,662	42,09,011	56.56
19-20	71,17,666	43,12,369	60.58
20-21	49,47,732	30,36,978	61.38
21-22	27,46,602	18,22,963	66.37

Source: Mudra Portal.

The rural women beneficiaries from Tamil Nadu, are more than 56% from the total loan amount disbursed for the states.

Discussion and conclusion:

From the data collected for all the three states, it is evident that, in Maharashtra the women beneficiaries are more than 70% of the total amount disbursed. Tamil Nadu is also one among the top 10 states where women mudra beneficiaries are more than 56%. When it comes to the Telangana only two years i.e., 18-19, 19-20 more women beneficiaries are there and for the other years, it is less than 50%.

When the discussion about the awareness of PMMY scheme, the Telangana state is not in the top ten states where a greater number of Mudra beneficiaries are there. The rural development department of Telangana has to spread awareness about the Mudra scheme through more financial inclusion of rural poor. These include intensive publicity through print media, TV, radio jingles, hoardings, town hall meetings, financial literacy and awareness camps, special drive for financial inclusion etc, then only they can suffice the objective of jobless economic growth in Telangana region.

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