

INSTITUTIONAL SUPPORT TO WOMEN ENTREPRENEURS

¹ R.Kanchana

¹ Associate Professor & Head,

¹ Department of Commerce PA,

¹ KG College of Arts and Science, Coimbatore- 641035.

Abstract : Women Entrepreneur is one who owns and controls an enterprise having a share capital of not less than 51% as partners/ shareholders/ directors of private limited company / members of co-operative society. The functions performed by a women entrepreneur are categorized as risk bearing, organization and innovation. Women entry into the business is a recent phenomenon. IT is traced out as an extension of kitchen activities to three P's such as pickles, powder and papads. In the present day women started engrossing to modern activities like engineering, electronics and energy etc. Presently, women entrepreneur's accounts to about 10% of the total entrepreneur in the country. Efforts are on at the Government and voluntary agencies levels to tap the hitherto unrecognised and unaccounted for strength of women to integrate them in the process of industrial development more specially in Small-Scale Industry development in the country. One of the major problems faced by all the entrepreneurs especially the women entrepreneurs is the problem of Finance as well as Technical Know-How. For the discussion, institutional support in the form of finance as well as technical support is considered. District Level Institutions: DIC, KVIC, State Level Institutions: SFC, TCO, SSIDC, SIDC, KVIB, EDI, SISI, SIDBI, National Level Institutions: ICICI, IIC, EDII, KVIC, NABARAD, IDBI, IFCI, IIBI/IRBI/BIFR, Investment Companies: LIC, GIC, UTI and Specialized Financial Institutions: Exim Bank, NABARD. Special Agencies – Institutional finance to Entrepreneurship - Venture Capital and its importance Institutional set up – SFC – SIDC – SIPCOT – TIIC – COMMERCIAL BANKS – SIDBI – DIC – SIDO – NSIC – SISI – Industrial Investment Center – KVIC - PIPDIC – NIESBUD – TCO – ITCOT – SIETI – NISIET – SIDCO – EGB – IDBI – IFCI – ICICI – LIC – NAYE – KSSIDC – SSIB – SSIC – SSIDC – SSIB – SENET – IRBI – UTI – EXIM – COSIDICI – SES – PSIDC – IIE – EGB - EDII – NABARD .

IndexTerms- Women Entrepreneur .

I. INTRODUCTION

The Concept of Women Entrepreneur is becoming a global phenomenon today. All over the world women are playing a vital role in the business community. Women are goal-oriented, independent, flexible tolerant, creative, and realistic, enthusiastic and energetic because of which the Management style differs from their male-counterpart. Women's' are by and large born managers as they manage their house. In India, women have made a comparatively late entry into the business scenario, due to orthodox and traditional and socio-cultural environment.

1.1 WOMEN ENTREPRENEUR

Women Enterprise is one who owns and controls an enterprise having a share capital of not less than 51% as partner, shareholders, directors of private limited companies, members of cooperatives society. The functions performed by women entrepreneur are risk bearing, organization and innovations. Women entry into the business is recent phenomenon. It is traced but as an extension of kitchen activities to three P's. In the present day women started engrossing to modern activities like Engineering, Medicines, Electronics, Law and the like. Efforts on the side of the government and voluntary agencies for strengthen women to integrate them in the process of industrial development more especially in SSI development in the country.

Problems of Women Entrepreneur:-

Women Entrepreneur faces various problems in the process of establishing, developing and running their enterprise in this 21st century. The problems are

1. Financial Constraints
2. Over Dependence or Intermediaries
3. Scarcity of Raw Materials
4. Intense Competition
5. High Cost of Production
6. Low mobility
7. Lack of Education
8. Family Ties
9. Absence of ambition for achievements

To overcome the said problems, women should be educated with natural talents, aptitudes; awareness can be achieved through conferences, seminars, special training programs, and refreshers courses, awareness camps and other related activities. Illiterate women should be trained on modern techniques and latest trends like sewing, dairy, bakery, spinning, weaving, leather products, screen printing etc., and agro based industries like animal husbandry, poultry, dairy food processing, sericulture, horticulture etc.,.

II INSTITUTIONAL SUPPORT TO WOMEN ENTREPRENEURS:-

Institutional support in the form of finance and technical support is considered. There can be two major approaches to women development. They are governmental and Non-Governmental with involvement of voluntary organizations. Both are being used in India. The government programmes for women development begins as early as 1954s but the actual participation begins since 1974 only. The following are the various institutions identified for the upliftment of women entrepreneurs which are classified into 3 divisions. District Level, State Level and National Level.

District Industries Center: established in the year 1978 as a nodal agency for the development of small & village industries to provide all support / services needed for rural development.

2.1 Khadi & Village Industries Commission: established in the year 1957 by the Act of Parliament and engaged in Promoting Khadi and Village industries with a view to create employment opportunities in rural areas for strengthening the rural economy. Gandhi and philosophy and thought are the backbone of KVICs policy. The following are the objectives of KVICs such as identifying the beneficiary, providing financial support, training and ensuring quality control, conducting marketing research & development etc.,.

2.2 State Finance Corporations: In order to promote SMEs at state level 18 SFCs were established under SFC Act 1951 and first established in Tamil Nadu the capital contributed by State Government, Schedule banks, RBI and other financial institutions. The following were the functions such as providing long-term loans to SMEs, promoting tiny sectors, village & Cottage industries undertaking modernization programmes etc.,.

2.3 Technical Consultancy Organizations: TCO was established in collaboration and as a subsidiary of IDBI which provides consultancy services such as preparing project profiles, identifying entrepreneurs providing technical and management assistance for expansion and diversification.

2.4 Small Industrial Service Institute: SISI was set up to provide consultancy and training to small entrepreneur with the following functions such as – Technical advisory service, Workshop and Laboratory services, Management Consultancy in cost reduction and production management, training to its workers and conducting surveys & supplying information's

2.5 Industrial Development Bank of India: Was set up in 01 July 1964 as a central co-coordinating agency to fulfill two-fold objectives – to meet the needs of rapid industrialization – to meet the needs for co-coordinating the activities of all agencies which are connected with the provision of finance for Industrial Development viz., ICICI, IFCI, NIDC and IRCI – an apex financial institution – wholly owned subsidiary of RBI till 1976 – also called as apex development bank – eligible industries such as small, medium, large and SMEs – mainly financing to Manufacturing, Mining, Processing, Shipping, Transportation and Hotel Industry.

2.6 Industrial Financial Corporation Of India: The first public financial institution to set up in 1948 – objective being to make medium and long-term funds available to the eligible industrial concerns – converted into Public Limited Company under the Companies Act 1956 since July 1993 – any limited companies in public, joint, private sector or a cooperative agency incorporated and registered in India and partnership firms are eligible – which should conduct manufacture, preservation or processing of goods, shipping, mining, hotel industry, generation & distribution of electricity, fishing, providing medical, health and allied services, leasing and sub-leasing – providing engineering, technical, financial, managerial, marketing and allied service, R&D of any process or product in relation to any of the matter aforesaid. The purpose of the said assistance is that for purchase of new machinery, construction of factory building, purchase of land, setting up new industrial project, expansion, modernization, diversification, and renovation of existing units. Loan assistance is Rs.1 crore and with the permission of the central government period extended up to 25 years.

2.7 Industrial Credit & Investment Corporation of India: 1955 – for providing loans and foreign currencies – actively involved in the development and promotion of entrepreneurship of varied character – sponsored by mission from World Bank for the purpose of developing SMEs in the private sectors – main objective is to stimulate and promote new industries to assist the expansion and modernization of existing industries by providing managerial and technical aid to increase production and generate employment opportunities – provides long term funds for capital assets like land, building and machinery – sponsor underwriting shares – financial services such as deferred credit, lease credit, venture capital etc- undertake promotional activities – act as Merchant Bankers and advise clients on various financial matters – has two subsidiaries such as Technology Development and Information Company of India Ltd (TDICI) which assist in technology development and Credit Rating & Information Services of India Limited (CRISIL) which takes up credit rating services in India.

2.8 National Bank for Agriculture and Rural Development: - established in 1982 – an apex development bank for supporting and promoting agriculture and rural development in an integrated manner – supports rural credit delivery system by way of refinance for Short-term, Production & Marketing activities, Medium-Term and Long-Term loans for technical feasibility and financially viable projects through SFCs, SCARDBs, CBs, RRBs – (State Cooperative Agricultural & Rural Development Banks)

2.9 Investment Companies: LIC was set up in the year 1956 as a wholly-owned corporation of Indian Government. It offers a variety of insurance policies to extend social security to various segments of the society. It provides finance indirectly by purchasing shares of private industry. It provides loans for housing, water supply, rural electrifications etc.

Union Trust of India: It has been set up in the year 1964. It mobilizes savings of small investors through sale of units and channels them into corporate savings. It originally set up in India with Mutual Fund remained in associate with RBI till 1976 and latter associated with IDBI which provides finance for purchase and construction & management services etc.,.

III CONCLUSION

Women entrepreneur are highly supported by various Institutions by Financial and Technical manner. Mainly the women's take part in large SHGs and achieved more. Presently these were 1.79lacs SHGs with 29.84lac members. As the success rate is high and at many places in India the SHGs are the real pathfinders in the life of rural Indian woman through these institutions.