



# A Study on the Promotional Schemes for Women Entrepreneurs and its Effect on their Economic Development

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## Abstract

In India, there are significant differences in the working ratios of men and women, and women's earnings in the country are poor as compared to other developed economies. As a result, major efforts must be made to encourage and develop the role of women entrepreneurs in the country. The obstacles to women's entrepreneurship are as complex as they are: Women face further difficulties in obtaining credit, planning, and using programmes and data that are capable of being identified, as well as operation limits. According to the World Economic Forum, there has been no progress in filling the financial gap between men and women. But it's not just doom and gloom! Women's entrepreneurship is gaining traction thanks to innovative practices fueled by both hidden and readily available resources. It aims to reduce the barriers that women face in accessing records, and it includes a portion of the prototype obstacles that are relevant to limit-building projects for women entrepreneurs. It means that creative connections are alpha to accomplish a scratch, even though hidden and open areas compounds are used, with the suspended for abundant modification sway. Individuals who regard women's company as a come to pass for are apt to win prizes in new bazaar openings and school advancement sway. The study has selected women entrepreneurs from Indore District to know the role of promotional schemes in their emancipation.

## Introduction

Women, as an emerging economic power, cannot be underestimated by policymakers as technology accelerates lives. The participation of both sexes is important in today's democratic economy. Women have been found to have the most visible economic impact as entrepreneurs and the most strong economic influence as customers. Women today own more than 25% of all companies in advanced market economies, and women-owned businesses in Africa, Asia, Eastern Europe, and Latin America are increasingly expanding.

In certain parts of the world, women entrepreneurs are becoming more popular as the economy moves to a capitalist economy. In India, however, women's real involvement in income-generating operations is woefully inadequate; only 8% of small-scale manufacturing units are owned and run by women. The banking sector plays a key role in facilitating the transformation of women-owned companies.

Women play a critical role in constructing a country's economic backbone. Women have a great deal of entrepreneurial capacity. Many of a woman's domestic expertise, such as time and people management, as well as household budgeting, are directly transferable to the workplace. Women are better at juggling various roles and goals, and they prefer to achieve pleasure and success in and from developing relationships with clients and employees, gaining power of their own life, and achieving something worthwhile. They have the ability and desire to start and run their own businesses. Women's talents and abilities can be used for constructive purposes. However, creating and developing a small business while still becoming a woman is a challenging challenge.

“Even though women's contributions to industry are one of the main motors of global economic development, women frequently lack access to basic business education, commercial credit, and marketing opportunities,” writes Brady Anderson J.

As a result, women are an important part of the country's social and economic structure. They were regarded as important members of society during the ancient period, and they effectively ran the family. Women's contribution to the manufacturing field in India is now increasingly rising on a multidimensional basis. The government supports women as self-sufficient and autonomous members of society. Women's empowerment by self-help groups is a new and rapidly growing movement in the country's social and economic growth. Self-Help Groups (SHGs) are a creative and much-needed scheme for promoting women's entrepreneurship, self-employment, and empowerment. It has evolved into an effective instrument for advancing social and economic growth

**The women entrepreneurs are offered various loan schemes for their small business are as follows:**

**Kalyani Scheme:** The Central Bank of India proposes this arrangement to women as a way of demography accommodation. The lodging is available to new and familiar business owners, self-employed individuals, and professionals. And those who agree affianced in agronomical and related practices, as well as in world and cottage industries, may annual accommodation under this scheme.

**Stree Shakti package for women entrepreneurs:** The SBI's Stree Shakti Association is a different programme aimed at encouraging women to engage in entrepreneurship by providing specific benefits. The key goal is to assess women's ability to manage businesses, and the rehabilitation can be achieved without taking into account nonperforming assets (NPAs). They have given concession 0.05% on 2 lac Rs. and that would be befitted to them. The loan would be granted for various small scale businesses such as Dairy, garment, production, Blanket, Seeds and Manure and sale of: Papad, Saambaar Powder, Agarbathi etc.

**Dena Shakti Scheme:** Dena Bank offers financial aid to female-owned enterprises in order to advance female-owned businesses. At 0.25 percent intrigue, the advance can be profited. The loan is available to women who have started their own manufacturing, agricultural, or related sector.

**Annapurna scheme:** Under this initiative, women who wish to start a food catering company as a person or in a partnership are given a loan. The overall amount that can be borrowed is Rs.50,000. To avail this loan, women have to submit some deposits in lieu of collateral and the interest rate as per the guideline of RBI at that time.

**Udyogini Scheme:** This scheme helps actuate women managers to get low-cost housing and an advance deal with Punjab and Sind Bank to permit baby calibration industries. This loan is also available to small traders and self-employed woman entrepreneurs. Under this programme, the overall loan sum for women between the ages of 18 and 45 is Rs. 1 lakh after taking into account family compensation.

**MahilaUdyamNidhi Scheme:** Punjab National Bank is driving this initiative, which aims to recognize woman market visionaries' complex in infant adjustment projects by granting them flexible advances that can be repaid over a ten-year period. Under this plan, there are modified undertakings for cuteness parlours, day torment focuses, and the securing of auto rickshaws, bikes, and vehicles, among other things.

**MahilaSamridhiYojana:**The objective to animate women entrepreneurs and accord catalyst to their business journey, the Service of Social Justice and Empowerment, the Government of India has implemented a cardinal action MahilaSamridhiYojana. Beneath the abstracted scheme, the government provides microfinance to women entrepreneurs' acclamation from marginalized sections of the association – astern classes. Designed because the women empowerment, the flagship arrangement is getting implemented by an advanced ambit of approach ally nationwide. Targeted women beneficiaries are articular and accustomed accommodation either anon or in the anatomy of Self-Help Groups (SHGs).

**Mudra Yojana Scheme for Women:** Govt. of India has launched this plan for alone women absent to alpha baby new enterprises and businesses like adorableness parlors, dressmaking units, charge centers, etc.

**Orient MahilaVikasYojana Scheme:** This arrangement is provided to those women who authority a 51% allotment basic alone or accordingly in a proprietary affair by Oriental Bank of Commerce. No accessory aegis is appropriate for credits of Rs.10 lakhs up to Rs. 25 lakhs if there should arise an occurrence of little scale enterprises and the time of guarantee is 7 years. An affirmation on the ingestion greater part of up to 2% is given.

### **Rationale of the Study**

The aim of this study was to look at the promotion of women entrepreneurs. Many research programs have been implemented in Indore in terms of issuing loans and analysing the level of female entrepreneurs. This report would help to better recognise women entrepreneurs and the financial power of their businesses. The research assists in the continuity of economic growth. Nationalized and private banks also play an important role in supporting women's businesses by offering loans at low interest rates so that they can start their own

businesses and contribute to the growth of the Indian economy. In every culture, a person's social standing is directly related to his or her economic usefulness. Unless economic and social importance of women in the society is enhanced vis-à-vis their families, state and nation a whole, the women would continue to suffer from neglect at national level. The society will be helped by this study.

## Review of Literature

**Kamalakaran (2005)** in his study discussed that development of entrepreneurship is a crucial factor for the industrial development of a country. Development of entrepreneurship among women has become an important aspect of the overall economic development. The article gives a detailed analysis of financial institutions commercial banks and non-government organizations engaged in financing and promoting entrepreneurship among women.

**Sathyabama .K (2010)** in his study evaluated empowerment of women has emerged as an important issue in recent times. The author also expressed the economic empowerment of women is being regarded those days as a sine-gone of progress for a country: hence, the issue of economic empowerment of women is of paramount importance to political thinkers, social scientists and reformers. This study deals with empowerment of rural women through entrepreneurship and the advantages entrepreneurship among the rural women.

**R. Brinda Shree and .A. Jayakumar (2015)** commented in their study that poverty alleviation and entrepreneurship creation is vital and significant one in the world, especially in backward and developing countries like Asian and African countries. Therefore financial help for the poor through government and NGO is essential.

**Malhotra (2016)** in her book has examined how women entrepreneurs affect the global economy, why women start business, how women's business associations promote entrepreneurs, and to what extent women contribute to international trade. It explores potential of micro-finance programmes for empowering and employing women and also discusses the opportunities and challenges of using micro-finance to tackle the feminisation of poverty.

**Narasaiah (2016)** in her study 'mentioned that the change in women's contribution to society is one of the striking phenomena of the late twentieth century. According to him micro-credit plays an important role in empowering women. Giving women the opportunity to realise their potential in all spheres of society is increasingly important.

**Rajasekaran Major R. and Sindhu R. (2017)** in their research study focused on women entrepreneurship that has been recognized as an important source of economic growth as they create new jobs for themselves and others and also provide society with different solutions to management, organization and business. Women's entrepreneurship contributes to the economic well-being of the family and communities and also reduces poverty. This study is carried out with the specific objective to know the socio- economic background

of the women SHG's, their knowledge, skills and earning capacity. The analysis clearly shows that the role of women entrepreneurs' contribution to the society is commendable.

**Sharma, V, and gaur, M. (2020)** discussed that woman constitutes the family, which leads to the development of society and Nation. The social and economic development of women is necessary for the overall economic advancement of any society or a country. Entrepreneurship comprises venture activities that are the center of the recognition of various opportunities, creativity, and innovation in the production process and development of new business models and ventures. The present paper endeavours to study the opportunities and challenges of women entrepreneurs. The study aims to analyze the factors that encourage women entrepreneurs. This study concludes that women entrepreneurs should be provided with special training facilities to overcome challenges and for developing their skills and talents.

### Research Gap

It has been observed that many past studies reveal about the women empowerment, SHGs or financial inclusion through linkage of regional banks but this study is attempted to examine the role of banking sector in the promotion of women enterprises as they are helped by providing credit facilities to start their ventures at a very micro level. The present study aims to help the women through various schemes for economic development. There were so many studies conducted in various part of the India but this study brought out many phases of women entrepreneurs in Indore District of Madhya Pradesh. This study also considered the social and economic conditions of women and through survey it has been disclosed that the banks play a prevalent role in funding of women enterprises. Hence, this present study has highlighted these issues and make capable of women to face the challenges and grasp the right opportunities. This study has bridged the gap and suggested various measures so that Government should take actions to defend the women.

### Objectives of the Study

1. To study the Promotional Policies and its impact of women entrepreneurs on their social and economic development.

### Research Design

Descriptive survey was used as a method of study. As the variables discussed already existed in the study regarding the development of women entrepreneurs. Through the existing variables, the study has been attempted to examine the impact of women entrepreneurs on the socio-economic development.

**Study Area:** In the study, the researcher has selected Indore district as the study area.

**Data Collection:** Essential Data was gathered through Specific self-planned Questionnaires dependent on the 5-Point Likert Scale one was to measure the satisfaction level. Secondary Data was secured from Internet Websites, Journals and E-Journals, Books, Magazines, Research Papers and Reports.

**Sampling Technique:** For effective coverage, random sampling method was used to select the participating respondents. .

**Sampling Size:** Total 400 women entrepreneurs were selected in Indore district.

**Statistical Tools for Analysis:** The data were coded in excel using Ms-Office package. The coded data were then analyzed using SPSS version 20.0. Thereafter, Multiple Regression was applied to examine the role of women entrepreneurs in economic development.

## Results

$H_{01}$ : There is no significant impact of Promotional Schemes for women entrepreneurs on their economic development.

$H_{1a}$ : There is a significant impact of Promotional Schemes for women entrepreneurs on their Increase in per capita income, a dimension of economic development.

**Table 1: Model Summary<sup>b</sup>**  
**Promotional Schemes for women entrepreneurs and their Increase in per capita income, a dimension of economic development**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.854 <sup>a</sup>	.729	.728	.66438	.729	1070.036	1	398	.000

a. Predictors: (Constant), Promotional Schemes for women entrepreneurs

b. Dependent Variable: Increase in per capita income, a dimension of economic development

The table shows the correlation between Promotional Schemes for women entrepreneurs & Increase in per capita income, a dimension of economic development is 0.854 since the significant value (p-value) 0.000 is less than 0.05. The coefficient of determination  $R^2$  is 0.729 therefore, 72.9% of the variation in Increase in per capita income, a dimension of economic development is explained by Promotional Schemes for women entrepreneurs. It can be observed that 'F' value is 1070.036 which is significant at 0.05 level (also significant at 0.00) with degrees of freedom (df)=1/398. It means that there is significant impact of Promotional Schemes for women entrepreneurs on their Increase in per capita income, a dimension of economic development. In the light of this, the null hypothesis  $H_0$  namely 'There is no significant impact of Promotional Schemes for women entrepreneurs on their Increase in per capita income, a dimension of economic development' is rejected.

H<sub>1b</sub>: There is a significant impact of Promotional Schemes for women entrepreneurs on their Better access to the credit facility, a dimension of economic development.

**Table 2: Model Summary<sup>b</sup>**  
**Promotional Schemes for women entrepreneurs and their Better access to the credit facility, a dimension of economic development**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.798 <sup>a</sup>	.637	.636	.76901	.637	697.732	1	398	.000

a. Predictors: (Constant), Promotional Schemes for women entrepreneurs

b. Dependent Variable: Better access to the credit facility, a dimension of economic development

The table shows the correlation between Promotional Schemes for women entrepreneurs & Better access to the credit facility, a dimension of economic development is 0.798 since the significant value (p-value) 0.000 is less than 0.05. The coefficient of determination R<sup>2</sup> is 0.637 therefore, 63.7% of the variation in Better access to the credit facility, a dimension of economic development is explained by Promotional Schemes for women entrepreneurs. It can be observed that 'F' value is 697.732 which is significant at 0.05 level (also significant at 0.00) with degrees of freedom (df)=1/398. It means that there is significant impact of Promotional Schemes for women entrepreneurs on their Better access to the credit facility, a dimension of economic development. In the light of this, the null hypothesis H<sub>0</sub> namely 'There is no significant impact of Promotional Schemes for women entrepreneurs on their Better access to the credit facility, a dimension of economic development' is rejected.

## Conclusion

Women enterprises represent an immense available wellspring of innovation, work creation and financial development in the creating nation. Women business people have been assigned as the new motors for development and rising stars of the business world in creating nations to bring luxuriousness and prosperity. Smaller scale, Small and Medium Enterprises have been perceived as one of the key division for work age and by and large monetary improvement of country. The Nation's economy is worked by the ladies' commitment in the business exercises. There is impressive enterprising ability among women. Women are more diligent in balancing the issues, managing the time, committing towards duties and responsibilities and budgeting appropriately. Mostly women prefer to work from their home where they take care of their children and other responsibilities, so they search for such employment which cater both of these needs i.e responsibility and earning. Banks are one of the essential mainstays of Indian economy and, accordingly, are a perfect operator to assume a key job in ladies strengthening and promoting women entrepreneurs. Banks are traditionally being first and foremost support structures for women as far as their financial needs are concerned.

## Suggestions

The study has revealed some suggestions which are as follows:

- ❖ Society has to change its mindset for progress of women in the country. Special awards for women entrepreneurs should be accomplished in adjustment to admit and acknowledge their addition appear the economy and it will also animate women accord in accommodation making.
- ❖ Government should promote more schemes to motivate women entrepreneurs for establishment of SMSE and large business ventures. It should consider ladies as explicit objective gathering for special developmental programmes.
- ❖ Banks should open a window to disseminate important information to the research students and scholars so it will help them to give useful generalization for the society at large in order to promote entrepreneurship in youth and women.
- ❖ For the success of financial inclusion program, the govt. should make simplification of procedures will encourage more women to use banking services. Easy and adjustable accommodation action should be formed alone for women entrepreneurs. There should be proper implementation of national programme of 'Mudra Yojna' for wider coverage.
- ❖ As concluded in the research not many women (in selected area) are taking entrepreneurship, mostly those who want to add to the family compensation take up entrepreneurship, therefore government should organize motivational camps in these area to spread the mindfulness about the significance of entrepreneurship and the schemes available for women entrepreneurs.

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