

# A Study on Challenges faced by Women Entrepreneurs in Subsidy Schemes in Avinashi

K Malathi<sup>1</sup>, Dr. C Yuvasubramaniyan<sup>2</sup>

<sup>1</sup>Assistant Professor, Department of Commerce, Sasurie College of Arts and Science, Vijayamangalam

<sup>2</sup>Associate Professor, Department of Commerce, Shree Venkateshwara Arts and Science College, Othakuthirai

**Abstract - Women are not easier to face in the society so many problems come but women overcome and face the struggles. In this article I have to choose convenient sampling technique with 100 respondents. I decided to collect data from various articles and different entrepreneurs both primary and secondary data. Women entrepreneurs only a few women entrepreneurs are benefited. So, it may increase the number of women entrepreneurs beneficiaries.**

**Index Terms - Women, Entrepreneurs, Society, Subsidy**

## 1. INTRODUCTION

Women entrepreneurs face many challenges, face the financial arrangement, stiff competition, education shortages, family problems; women dominated society and so on. Women are not easier to face in the society so many problems come but women overcome and face the struggles. For women have less opportunity in society. When compared to men female business owners are less only because owner society dominates the female in higher possession. If female comes in good possession women will change more and more thought and thing.

Women are not weaker. Women also have qualification to improve our society. A woman faces more not only in more willpower and empower. So, women can do everything. So many dominate persons are come but they take in a positive way and women across the many persons and won in their goal. We take Ms. Vandana Luthra, she was a first businesswoman she carries a beauty care and also, she got a Padma Shree award also. This kind of lady also in our society only. So, if women can do everything. But our society dumping the women.

## PLANNING PROCESS IN INDIA

Women Empowerment and Planning Process in India the all-around development of women has been one of the focal points of the planning process in India.

The First Five-Year Plan (1951-56): The several envisaged measures for women welfare. The establishment of the central social welfare board. Organization of Mahila Mandals, and some steps are followed for community development programs.

The Second Five-Year Plan (1956-61) the empowerment of women was closely linked for agricultural development approaches.

The Third and Fourth Five-Year Plans (1961-66 and 1969-74): As a major welfare measures supported female education.

The Fifth Five-Year Plan (1974-79): This plan coincided with International Women's Decade and the report were submitted to the committee on the status of women in India. In 1976, Women's Welfare and Development Bureau was set up under the Ministry of Social Welfare.

The Sixth Five-Year Plan (1980-85): The welfare development saw a definite shift. It recognized lack of critical factor impeding their growth.

The Seventh Five-Year Plan (1985-90): The government emphasized need for women equality and empowerment. For the first time, the emphasis was placed upon qualitative aspects, such as generation of awareness, rights, and training in skills for better employment.

The Eighth Five-Year Plan (1992-97): focused on empowering women, especially at the grassroots level, through Panchayati Raj Institutions.

The Ninth Five-Year Plan (1997-2002): The strategy of women's component plan, under which not less than 30 percent of funds/benefits for women-specific programs.

The Tenth Five-Year Plan (2002-07): Empowering women has aims through translating the recently adopted National Policy for women and ensuring the survival, protection, and development of women and children through a right of approach.

The Eleventh Five-Year Plan (2007-12): lays down six monitorable targets (1) Raise the sex ratio for age group 0-6 from 927 in 2001 to 935 by 2011-12 and 950 by 2016-17; (2) Ensure that at least 33% of the direct and indirect beneficiaries of all government schemes are women and girl children; (3) Reduce IMR from 57 to 28 and MMR from 3.01 to one per 1000 live births; (4) Reduce malnutrition among children of age group 0-3 to half its present level; (5) Reduce anemia among women and girls by 50% by the end of the Eleventh Plan; and (6) Reduce dropout rate for primary and secondary schooling by 10% for both girls as well as boys.

Twelfth Five Year Plan (2012-2017): According to the 2011 census, women account for 48.46 percent of the total population of the country and the overall sex ratio increased by 7 points from 933 in 2001 to 940 in 2011. The Twelfth Plan has focused on key strategies for women's agency. These are (i) Economic Empowerment (ii) Social and Physical basis (iii) Enabling enactment (iv) Women's Participation in Governance (v) Categories of vulnerable women (vi) Generate National Policies/ Programs.

#### SIDBI'S SCHEME OF ASSISTANCE FOR WOMEN ENTREPRENEURS

The Small Industry Development Bank of India (SIDBI)

1. Training and extension servicing support to women entrepreneurs according to their skills and socio-economic status.
2. Financial assistance on concessional terms to enable them to set up industrial units in the small-scale sector.
  - Mahila Udyam Nidhi Scheme
  - Startup India
  - Mudra Yojana Scheme

#### TREAD

Annapurna Scheme  
Sree Shakti Package Women Entrepreneurs  
Bhartiya Mahila Business Bank Loan  
Dena Shakti Scheme

#### Cent Kalyani Scheme

#### Women Entrepreneurship Platform

NITI Aayog launches Women Entrepreneurship Platform (WEP) on March 8, 2018, on the occasion of International Women's Day. The initiatives are aimed at building a vibrant ecosystem for women across India to help realize their entrepreneurial aspirations, scale-up innovative initiatives, and chalk out sustainable, long-term strategies for their businesses.

These aspirations manifested in the three pillars on which WEP is built:

- Ichha Shakti: Motivating aspiring entrepreneurs to start their enterprise.
- Gyaan Shakti: Providing knowledge and ecosystem support to women entrepreneurs to Help them foster entrepreneurship.
- Karma Shakti: Providing hands-on support to entrepreneurs in setting-up and scaling up businesses.

## 2. REVIEW OF LITERATURE

Mimoza Serafimova, Biljana Petrevska (2018)<sup>33</sup> The paper examined the possibility of empowering female entrepreneurs in tourism in Macedonia. It identified the major characteristics related to women managerial work in tourism sector and analyzed some profound difficulties they are faced with. The findings presented are from a survey among managers and employees in tourism and hospitality sector in Macedonia aimed to evaluate the role of women.

Reshma Rachel Kuruvilla, P N Harikumar (2018)<sup>36</sup> Examine the role of financial literacy is a term which is highly important from the viewpoint of business. Informed decision making can lead to the profitability of the businesses. Entrepreneurs should be given proper training to improve their financial knowledge on time value of money and budget preparation. It is also important to keep them informed about various sources for availing credit at cheaper rates.

## 3. OBJECTIVE OF THE STUDY

1. To identify the levels of factors that influencing level about the women entrepreneurs to involved in business.

- To analyses the problems faced by the women entrepreneurs by the subsidy schemes.

#### 4. STATEMENT OF THE PROBLEM

Central Government and State Government provides more opportunity to the women Entrepreneur. But women will utilized, some opportunity only. Women will not take every opportunity and offers. Only some opportunities and offers are reaches the women entrepreneur, because some schemes are not correctly reaches to the women entrepreneurs and also women will not have awareness, updation also not reaches properly to them, women will not have the proper training and also poor people women entrepreneurs are not reaches their goals.

- What are the levels of factors that influencing level about the women entrepreneurs to involved in business?
- What are problems faced by the government subsidy schemes to the women entrepreneurs?

#### 5. SCOPE OF THE STUDY

The present research work has been taken up to explore the challenges of government subsidy schemes among women entrepreneurs in Avinashi Taluk.

#### 6. SIGNIFICANCE OF THE STUDY

This research work is useful to women entrepreneurs. In this research why women are not getting their opportunities and offer given by the government. The research is very useful for women entrepreneurs to know about the offers and also flow to utilize the government opportunity given to the women entrepreneurs.

#### 7. RESEARCH METHODOLOGY

Data: Primary data have been collected using questionnaire & secondary data through various reviews of literatures and women entrepreneurs related magazines, journals and websites.

#### 8. SAMPLING METHOD

Convenient sampling data were collected from 100 respondents in Avinashi Taluk.

#### Demographic Factor

Table No.1

Age of the Respondents	Numbers	Percentages
20 to 30	20	20
31 to 40	50	50
41 to 50	20	20
Above 50	10	10
Total	100	100

20 (20%) Women entrepreneurs are in the age group of 20-30 years, 50 (50%) between 31 to 40 years, 20 (20%) between 41 to 50 years and the remaining 10 (10%) above the age of 50 years. The most of the women entrepreneurs' age ranges between 31 to 40 years.

Table No.2

Educational Qualification	Numbers	Percentages
Illiterate	58	58
SSLC	12	12
Higher Secondary	20	20
Graduation	10	12
Total	100	100

58 (58%) Women entrepreneurs have Illiterate, 12(12%) SSLC educational qualification, 20 (20%) Higher Secondary educational qualification and rest 10 (10%) Graduate educational qualification. Thus, most of the women entrepreneurs have Illiterate.

Table No.3

Marital Status	Numbers	Percentages
Married	86	86
Un-Married	14	14
Total	100	100

86 (86%) women entrepreneurs are Married and remain 14 (14%) are Un-Married. Thus, it is observed that a majority of the women entrepreneurs are Married.

Table No.4

Nature of the family	Numbers	Percentages
Nuclear	67	67
Joint-Family	33	33
Total	100	100

67 (67%) women entrepreneurs belong to nuclear family and the rest 33 (33%) to joint family. Thus, a majority of the women entrepreneurs belong to Nuclear Family.

Table No.5

No.of Family Members	Numbers	Percentages
0-2	30	30

3-4	37	37
Above 5	33	33
Total	100	100

30 (30%) Women Entrepreneurs belong to 0-2 family members, 37 (37%) from 3-4 family members, and rest 33 (33%) to Above 5 members of the family. Thus, a majority of the women entrepreneurs belong to 3-4 of the family members.

Table No.6

Monthly Income	Numbers	Percentages
Upto 10,000	20	20
Rs.10,001 – Rs.30,000	54	54
Rs.30,001 – Rs.50,000	22	22
Above 50,000	4	4
Total	100	100

The monthly income of 20 (20%) women entrepreneurs range Upto Rs.10,000, that of 54 (54%) from Rs.10,001 to Rs.30,000 and 22 (22%) from Rs.30,001 to Rs.50,000 and the rest 4 (4%) above Rs.50,000. Thus, most of the women entrepreneurs' monthly income range between Rs.10,001 to Rs.30,000.

Table No.7

Residential Status	Numbers	Percentages
Rural	63	63
Urban	37	37
Total	100	100

Out of 100 women entrepreneurs 63 (63%) reside in Rural areas and remaining 37 (37%) in Urban areas. Thus, a majority of the women entrepreneurs reside in the rural area.

Table No.8

Form of Organization	Numbers	Percentages
Sole Proprietor	52	52
Partnership	48	48
Total	100	100

52 (52%) Women Entrepreneurs running in sole Proprietor basis and rest of 48 (48%) running in Partnership basis. Thus, majority of the women entrepreneurs carrying in the sole proprietor.

Table No.9

Running business	Numbers	Percentages
First Generation	85	85
Family Business	15	15
Total	100	100

85 (85%) women's are first generation entrepreneurs while the remaining 15 (15%) women's are takeover in family business. Thus, a majority of the women entrepreneurs are first generation entrepreneurs.

Table No.10

Monthly Income	Numbers	Percentages
Upto 3 Years	48	48
4-7 Years	15	15
8-10 Years	25	25
More than 10 Years	12	12
Total	100	100

48 (48%) Women Entrepreneurs have upto 3 years of experience in their business, 15 (15%) of 4-7 years of experience in their business, 25 (25%) of 8-10 years of experience in their business and the remaining 12 (12%) of more than 10 years. Thus, most of the women entrepreneurs business experience range from upto 3 years.

Table No.11

Business Investment Amount	Numbers	Percentages
Upto Rs.50,000	32	32
Rs.50,001 – Rs.2,00,000	20	20
Rs.2,00,001 – Rs.5,00,000	18	18
Above Rs.5,00,000	30	30
Total	100	100

The business investment of 32 (32%) women entrepreneurs ranges upto Rs.50,000, that of 20 (20%) from Rs.50,001 to Rs.2,00,000, that of 18(18%) from Rs.2,00,001 to Rs.5,00,001 and that of the rest 30(30%) above Rs.5,00,000. Thus, most of the women entrepreneurs business investment ranges upto Rs.50,000.

Table No.12

Source of Investment	Numbers	Percentages
Own Investment	47	47
Family source	18	18
Borrow from Relatives	20	20
Subsidy	15	15
Total	100	100

47 (47%) women entrepreneurs investment from their own investment, 18(18%) from family source of investment and 20(20%) of the respondents are Borrow from Relatives and 15(15%) remaining women entrepreneurs are using in subsidy.

TABLE NO.13

S. No	Problems	Garrett Mean Score	Rank
1	Poor Risk-taking ability	52.03	IV
2	Lack of Proper Training	50.78	VI
3	Lack of Awareness	56.46	I
4	Lack of Knowledge about Scheme Updation	51.90	V

5	Women have not get the proper Approachment in a Proper way	56.33	II
6	Schemes are not reaches in a correct manner, in some causes, it may delay to reaches the Women Entrepreneurs	55.89	III
7	Because of Poomness Women Entrepreneur not getting the correct offer	42.81	VIII
8	In some areas technology developments are less so that women entrepreneurs are affected	44.65	VII
9	Some schemes are announced through online itself so that network problems are facing the Women Entrepreneur	39.15	IX

By using Henry Garrett's table, the present position is converted into a factor. The source of the individual is added & then mean value is calculated. The factor having highest mean value is considered to the main problems. On the basis of the technique, it is found that the major Problems felt by the sample respondents are Lack of Awareness as indicated by its highest Mean Score Value of 56.46, This is followed by all the variables.

#### 9. SUGGESTIONS

We conduct function about benefits of women Entrepreneurs, offer of Women Entrepreneurs and so on. For that woman can get more idea to know knowledge about offers and discount and also, we can put the weekly newspaper, magazines and about benefits and values for women entrepreneurs and also successful women entrepreneurs explain the schemes and subsidy details so it is to doing women entrepreneurs and upcoming women entrepreneurs also very useful.

#### 10. CONCLUSION

The above information reveals that the subsidy scheme does correctly not reach the women entrepreneur only a few women entrepreneur is benefited. So, to increase the number of women entrepreneurs beneficiaries, further higher institutions given an entrepreneur

related course for women entrepreneur and also extend social clubs for women entrepreneurs. They need support from government officials to create awareness among women entrepreneurs.

#### REFERENCE

- [1] Sathiyabama P Velmurugan R "A Study on the awareness of Indian government schemes among the women entrepreneurs of Coimbatore District, International Journal of Scientific & Technology Research, Volume 8, Issue 12, ISSN 2277-8616.
- [2] Rupali Jitendra Khaire "Literature Review of the women entrepreneurs and statutory policies", International Journal of Multidisciplinary Research, Volume 1, Issue 7, ISSN-2231-5780.