

The role of Mukhya Mantri Yuva Swarozgar Yojana (MYSY) in Women's Entrepreneurship in Lucknow city, Uttar Pradesh

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Abstract—Women are involved in both the government sector as well as the private sector, in India, increasingly. Apart from these roles, a huge number of women emerged as successful business heads and are running their own ventures. The latest scheme aims for economically inclusive change. Towards this goal, in 2018, the Government of Uttar Pradesh launched the Mukhya Mantri Yuva Swarozgar Yojana to provide up to 25 lakhs in stress-free loans and refinance for non-corporate, non-farm small and micro enterprises. They are given by different financial institutions including Commercial Banks, Regional Rural Banks (RRBs), Small Finance Banks, Cooperative Banks, Microfinance Institutions (MFIs), and Non-Banking Financial Companies (NBFCs). The MSME sector has received financial assistance through the MYSY initiative. This study examines how the MYSY scheme assists women who wish to start their own enterprises. It uses primary data to examine the influence of the MYSY scheme

Index Terms—MYSY, Women Entrepreneurship, Lucknow city, MSME schemes,

1. INTRODUCTION

Women entrepreneurship is a key aspect of economic growth as it helps strengthen the economy of a country particularly in developing countries like India. This not only improves women's financial independence, it helps broader economic growth, job creation and overall development of society. Still, women entrepreneurs face several hurdles like limited access to funds, lack of skill development opportunities, societal barriers, and lack of infrastructure support. Governments globally have launched various schemes and programs to enhance and support women entrepreneurs to cope up with these challenges. Mukhya Mantri Yuva Swarozgar Yojana: It is the most populous state in India, and its government has launched this initiative to promote youth

entrepreneurship. The initiative provides resources, skills development training, and infrastructure support to encourage young people to start and run their businesses. While the MMSY targets youth in general, it holds tremendous promise to uplift women entrepreneurs in the state. The current research paper specifically aims to examine the impact of MMSY on women entrepreneurship in Lucknow City, the capital of Uttar Pradesh. It analyzes whether the schemes resulted in increasing the access of women to financial resources, training programs, and infrastructure support.

This research examines the obstacles women entrepreneurs encounter when trying to obtain the benefits from the MMSY program. The research examines the experiences of female entrepreneurs in Lucknow who participated in the program to understand its contribution to women's economic empowerment and to suggest ways to enhance its effectiveness. This research contributes to the body of knowledge about entrepreneurship development alongside government initiatives that promote women's economic empowerment throughout India. Mukhya Mantri Yuva Swarozgar Yojana

The Government of Uttar Pradesh has implemented the Mukhya Mantri Yuva Swarozgar Yojana to promote self-employment among educated but unemployed young people in the state. The NIC UP State Centre developed a web portal to streamline applications and enable efficient processing and real-time tracking for schemes. Chaudhary Udaybhan Singh, the Hon'ble Minister of State for MSME & Export Promotion Go UP opened this portal on February 19, 2020 at Lucknow. The scheme encompasses two areas: the Industrial Sector and the

Service Sector. Industrial Sector borrowers can receive loans up to a maximum of Rs. 25 Lakhs. The Industrial Sector can receive loans up to Rs. 25 Lakhs while Service Sector loans have a maximum limit of Rs. 10 Lakhs. 10 Lakhs. Both sectors require margin money that amounts to 25% of their respective loan amounts. The initiative provides Citizen Registration options and approval mechanisms at the District Industries Centre (DIC) level along with rejection processes and application forwarding to the District Level Task Force Committee (DLTFC). The system handles approval and rejection procedures at the District Level Task Force Committee before forwarding applications to the bank and includes a Bank Module for margin money claims. The designed dashboard enables Principal Secretaries, Directors, Joint Commissioners, DIC officials, DLTFC members, and bank officers to monitor activities in real-time. (Source: NIC, Uttar Pradesh)

1.2 Operational Definitions:

Entrepreneur: the term entrepreneur for this study means a person who is the owner/manager of the firm, in which it is not necessary that she is considered to be the founder of the firm.

Woman: In this study, women aged 18 and over are considered women entrepreneurs.

Role of MSME

This refers to the specific contributions or impact of the MYSY scheme in promoting women's entrepreneurship. It is assessed through various parameters such as access to finance, ease of application, skill development training provided, business performance post-assistance, and perceptions of beneficiaries regarding the scheme's usefulness.

Lucknow City

The geographical scope of the study is limited to urban and peri-urban areas within the administrative boundaries of Lucknow, the capital city of Uttar Pradesh.

2. REVIEW OF L LITERATURE

This section examines the body of research on women entrepreneurs in India, government initiatives to support entrepreneurship, and the unique difficulties

experienced by women

business owners in Uttar Pradesh. It also looks at research that assessed the results of comparable government initiatives.

Women's Entrepreneurship in India: The literature emphasizes the increasing significance of women's entrepreneurship in India's economic growth [use the feature to mention pertinent sources if your library has them]. If not, I can give you broad details. Numerous studies have examined the social, cultural, economic, and personal elements that impact women's entrepreneurial endeavours [reference sources]. These surveys frequently highlight the need for focused assistance and legislative changes to meet the unique difficulties faced by female business owners.

Government Schemes and Entrepreneurship Development: The importance of government programs in encouraging entrepreneurship, especially among underrepresented populations, has been the subject of many research [citation sources]. These studies evaluate how well different government programs perform in terms of offering funding, training, and infrastructural support. The literature also emphasizes how crucial monitoring and assessment are to the effective execution and results of such programs.

Challenges Faced by Women Entrepreneurs in Uttar Pradesh: According to research conducted in Uttar Pradesh, women entrepreneurs encounter various obstacles such as restricted financial resources, ignorance of government initiatives, social constraints, and insufficient infrastructure. These studies highlight the significance of focused initiatives to address these issues and establish a more encouraging atmosphere for women-owned enterprises.

Impact of Government Interventions: Numerous studies have assessed how government initiatives, such as the MMSY, affect the growth of entrepreneurship [citation sources]. These studies offer insightful information about how well these programs accomplish their goals, which include raising the proportion of women-owned enterprises, generating employment, and enhancing the economic standing of women. This literature review lays the groundwork for the current study by pointing out the knowledge gap that currently exists and stressing the

need for additional research on the impact of the MMSY on women's entrepreneurship in Lucknow City, Uttar Pradesh. It also influences the research questions and methodology used in this study. In order for me to directly reference certain sources and give you more specialized information; you can use the functionality to add them to your library.

Related studies

Empowering female entrepreneurs in Uttar Pradesh through government initiatives.

This study highlights government initiatives aimed at empowering women entrepreneurs in Uttar Pradesh while analyzing the state of these businesses today. It examines how women's entrepreneurship has grown in the area and evaluates how well the current government programs are assisting female entrepreneurs.

The government's role in easing the difficulties Uttar Pradesh's female entrepreneurs face:

This essay examines the difficulties Uttar Pradesh's female entrepreneurs encounter as well as the effects of government programs aimed at resolving these problems. Despite obstacles like limited capital, inadequate assistance, and cultural norms, female entrepreneurs are vital to the economy. The study highlights the necessity of policies that reduce household responsibilities and promote social and economic engagement. It evaluates the ways in which women entrepreneurs gain from government support in the form of funding, education, and skill-building initiatives.

Decoding Government Support to Women Entrepreneurs in India

This research investigates how the Government of India's entrepreneurship support schemes at the central and state levels assist women entrepreneurs across various ecosystem needs. It analyzes multiple programs and provides insights into their effectiveness and areas for enhancement.

Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)
RGMVP is an organization focused on empowering women in Uttar Pradesh, bringing together women from the most impoverished and underdeveloped districts into Self-Help Groups (SHGs). Within these groups, RGMVP implements initiatives centered on

financial inclusion, livelihoods, health, education, and leadership development, with the goal of empowering women both economically and socially.

Experiences of Small Businesses of Lucknow, Uttar Pradesh

Focusing on 37 female MSME entrepreneurs in Lucknow, this study assesses their entrepreneurial journeys to identify motivations for choosing entrepreneurship over traditional employment or household roles. It explores factors influencing business survival and growth, revealing that internal characteristics, such as the desire to create something new and achieve autonomy, are significant motivators for women entrepreneurs in the region.

3. OBJECTIVES OF THE STUDY

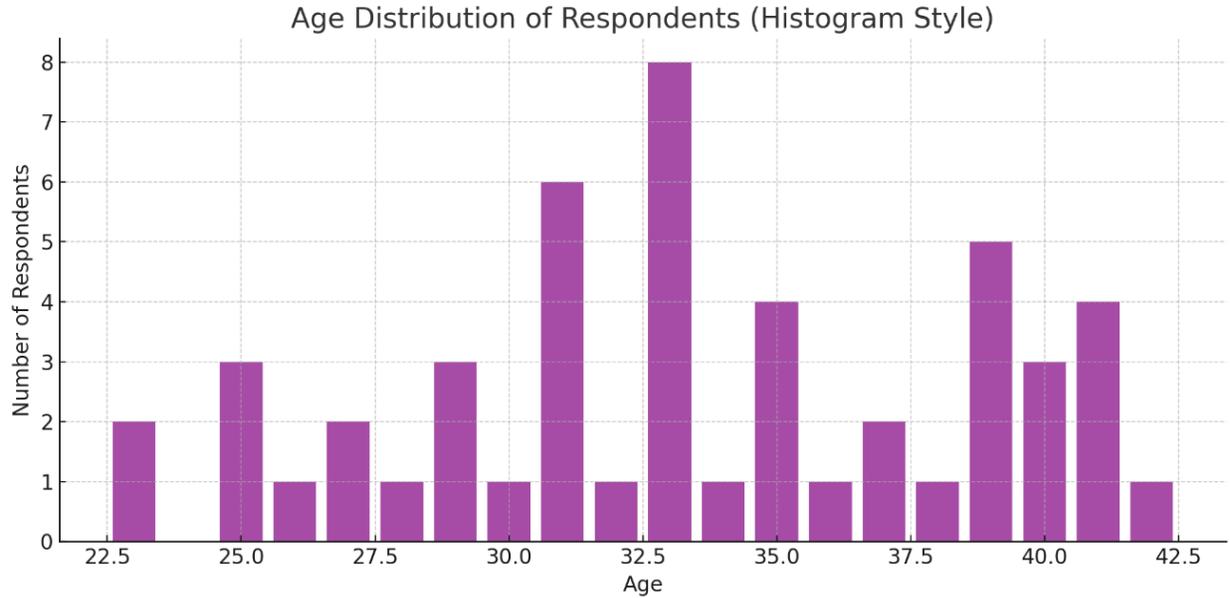
- To study the demographic profile of women entrepreneurs who acknowledged loan from the MYSY.
- To study the effectiveness of MYSY in the women entrepreneurship.

4. RESEARCH METHODOLOGY

- Type of research: Descriptive
- Area: Lucknow, capital of Uttar Pradesh
- Universe: All the women who received lone from MYSY scheme between 2021-2023.
- Sampling: during the period between 2021-2023 there are 107 women receive lone from MYSY scheme. For data collection I have used simple random sampling methods.
- Sample determinants: I have used Morgan Table for sample determinants. There are 68 sample out of 107 on the basis of Morgan table.
- Tool for data collection: I have used Google questioner for data collection.

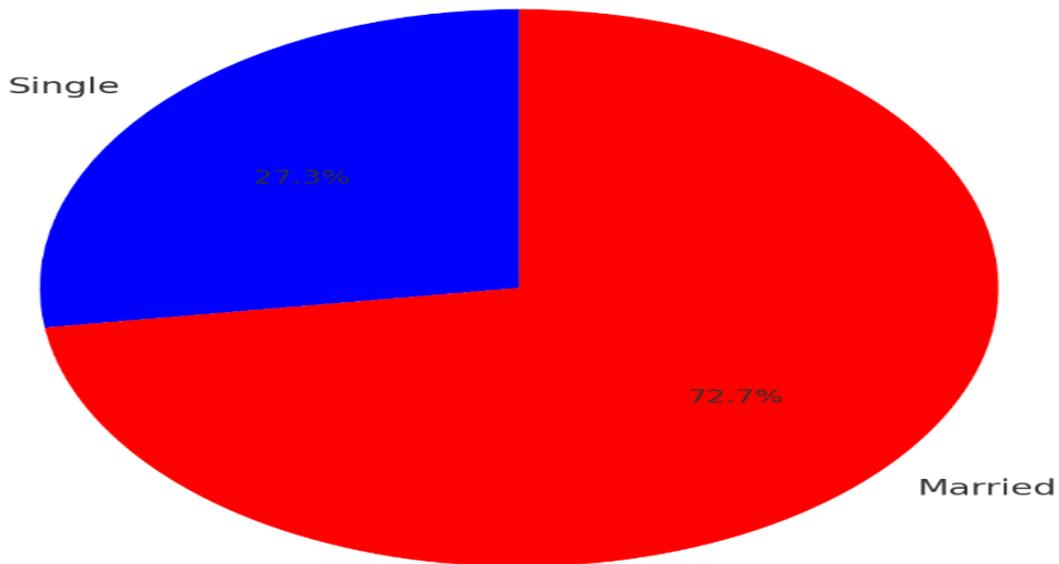
5. DATA ANALYSIS AND INTERPRETATION

This chapter discusses the findings from a basic percentage statistical method applied to the analyzed data, along with interpretations aligned with the study's objectives.



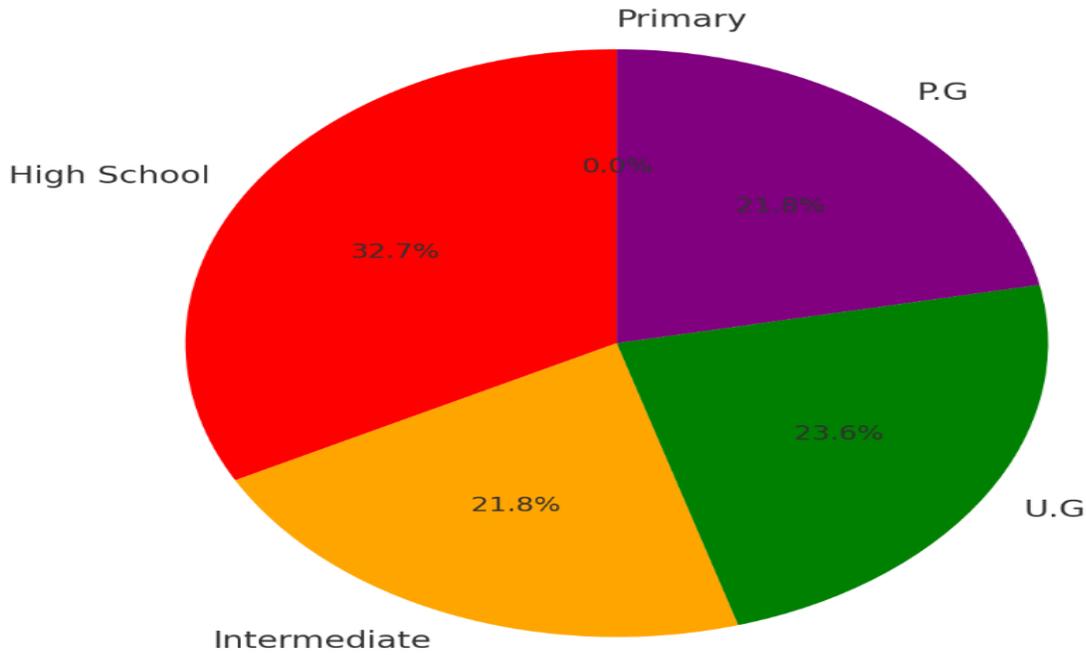
The age distribution indicates that the largest group of respondents is in their early to mid-30s, with age 33 having the highest percentage at 14.5%. Most respondents are between the ages of 31 and 39, suggesting that women in this demographic are more engaged in entrepreneurship. The younger (23–27) and older (40+) age brackets show lower representation.

Marital Status of Respondents (Pie Chart)

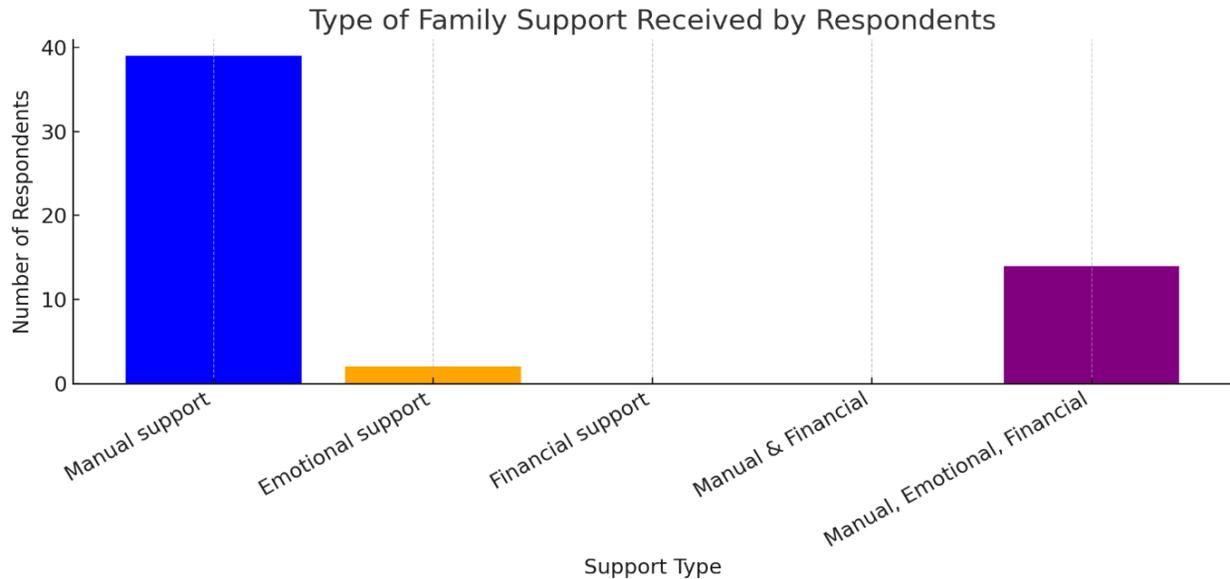


This suggests that most women entrepreneurs are married, implying that marital status may play a role in their engagement in entrepreneurship. Possible driving factors for their involvement in self-employment ventures could include family support, responsibilities, or financial needs.

Educational Qualification of Respondents (Pie Chart)

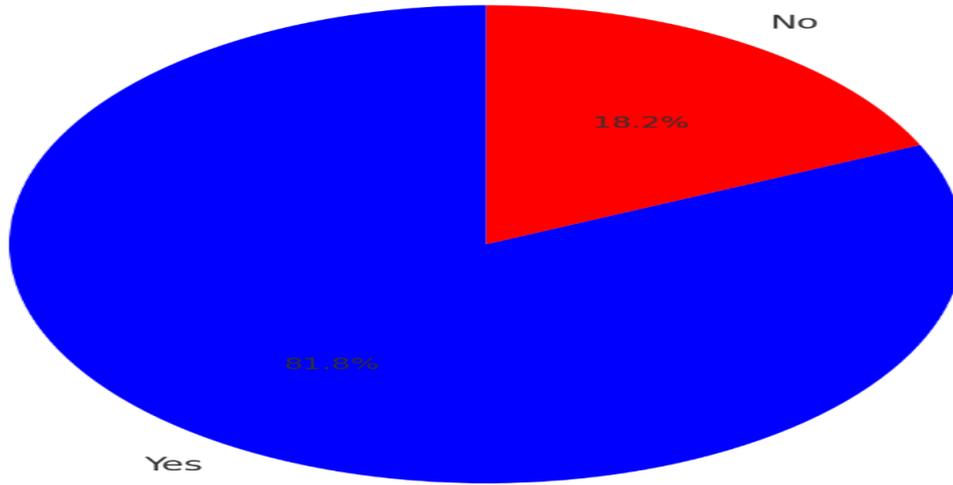


The data suggests that the majority of women entrepreneurs in the survey possess at least a high school diploma or an undergraduate degree, indicating that a range of basic to moderate educational qualifications is common among women involved in self-employment or entrepreneurship initiatives.



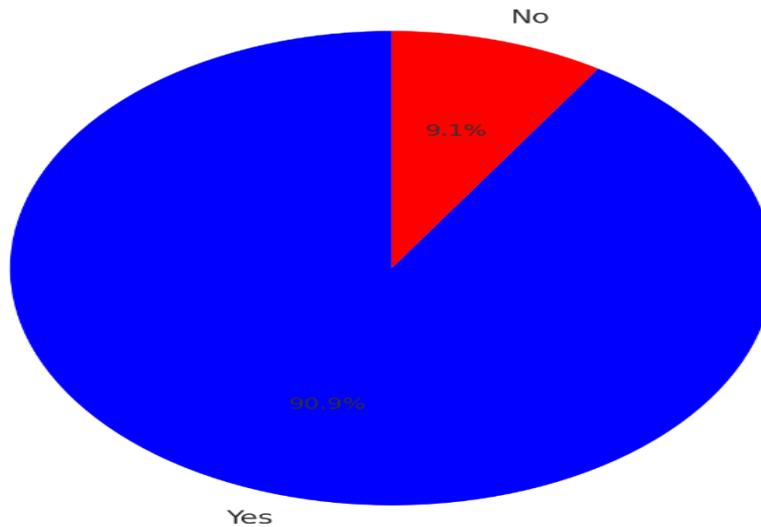
The information indicates that hands-on support—such as assistance with household tasks, business activities, or physical help—is the most prevalent type of family support offered to women entrepreneurs. A substantial number also receive a mix of all three forms of support, underscoring the impact of comprehensive family engagement in fostering women’s

Work Experience of Respondents (Pie Chart)

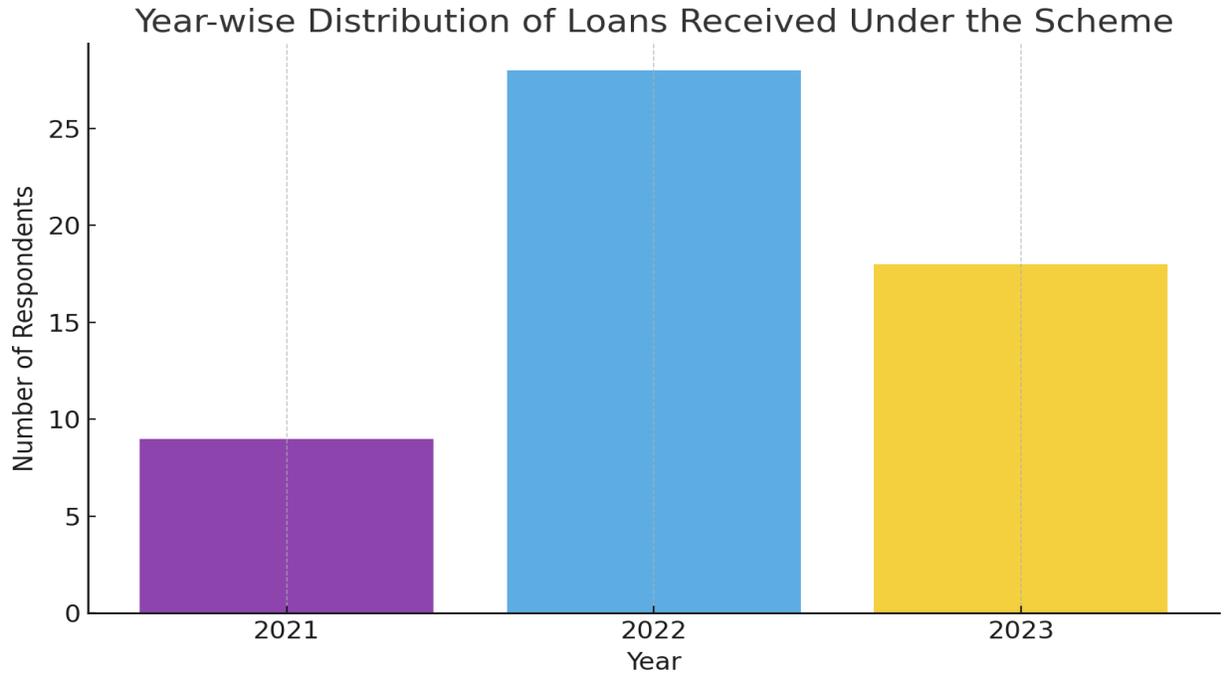


A large majority of the women entrepreneurs surveyed have prior work experience, suggesting that such experience may play a significant role in building confidence, skills, and readiness for starting their own ventures. It also highlights how exposure to the workforce may positively influence women's participation in entrepreneurship.

Business Growth After Receiving Scheme Support (Pie Chart)

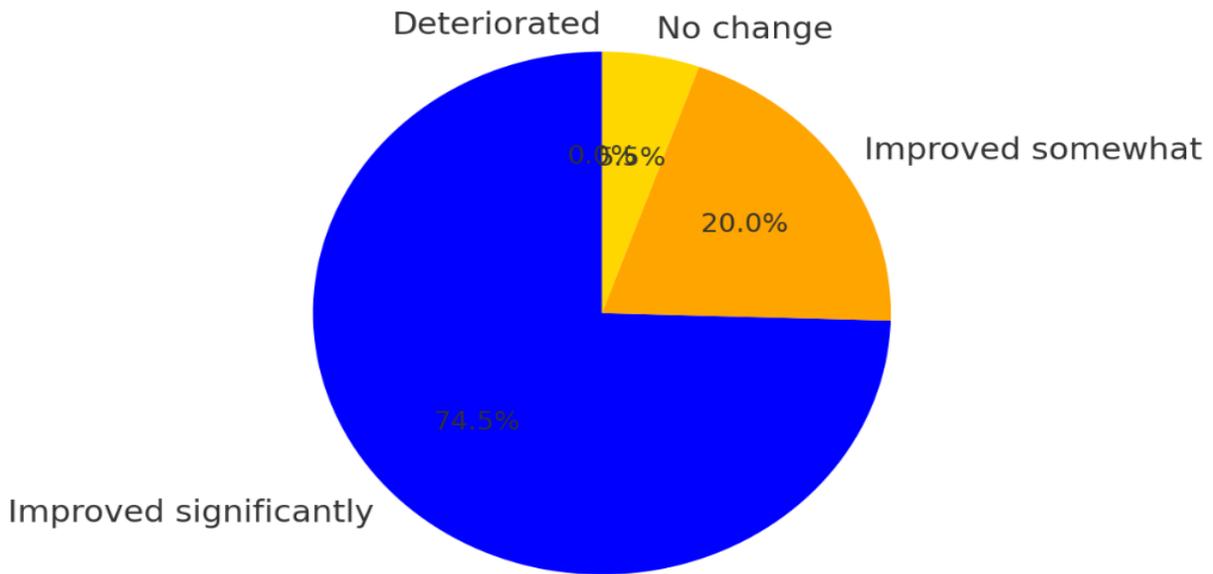


A vast majority of participants gained from the program, demonstrating that the assistance offered through the Mukhya Mantri Yuva Swarozgar Yojana (MYSY) has successfully contributed to the development of businesses run by women entrepreneurs in Lucknow.

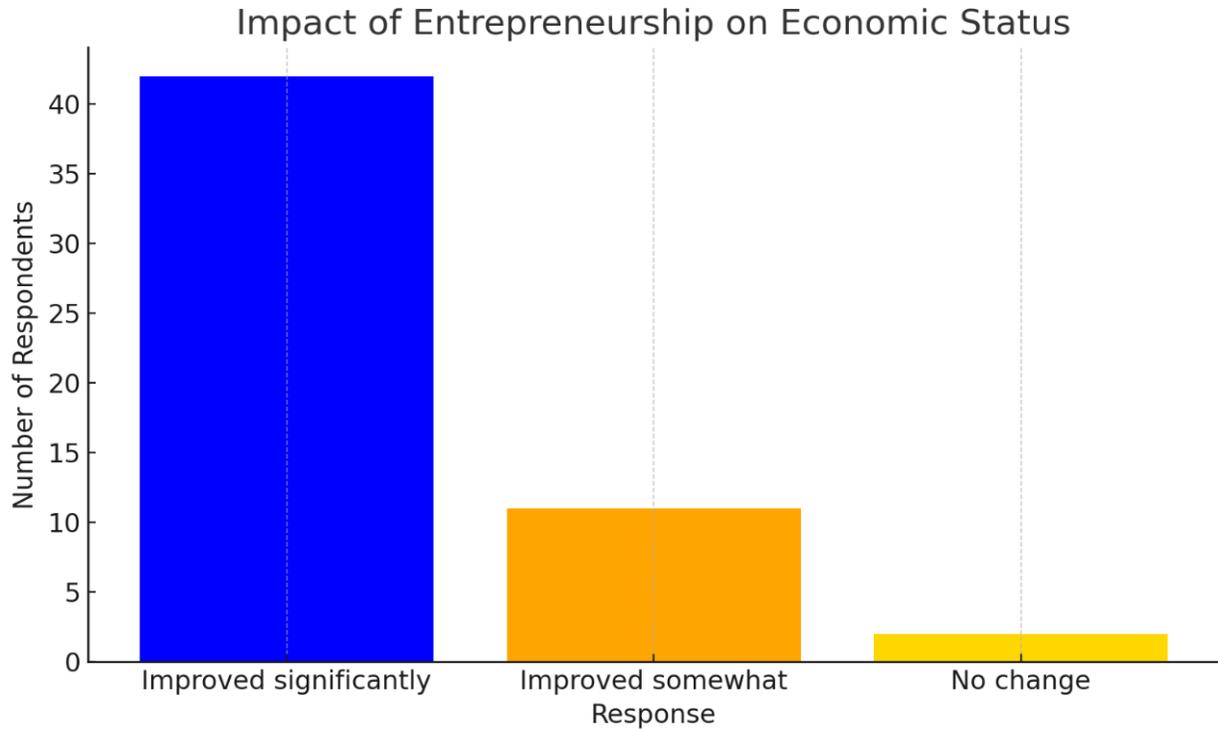


The information indicates that the program saw its highest activity in 2022, experiencing a notable increase in the issuance of loans during that period. The decline observed in 2023 might suggest fewer applications, market saturation, or a deceleration in processing. The expansion in 2022 probably played a significant role in the reported success and outreach of the initiative.

Change in Quality of Life Since Starting Business

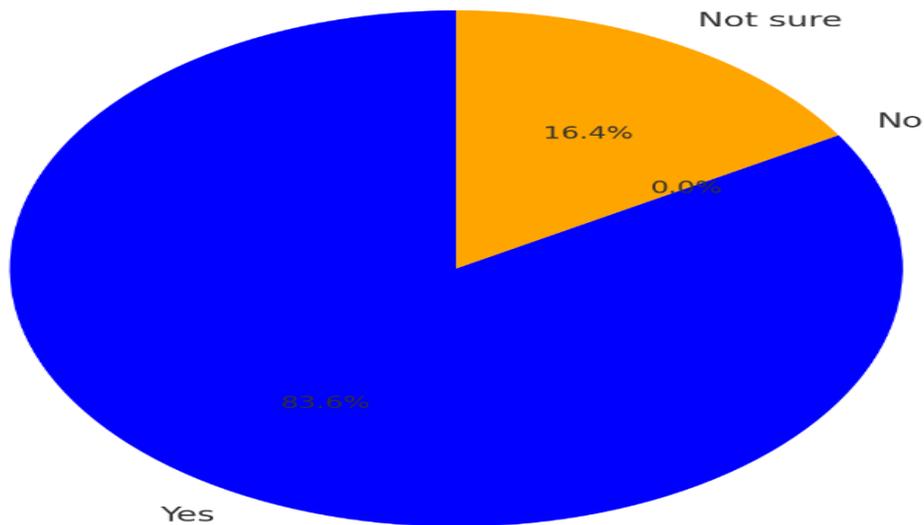


Most participants have observed an enhancement in their quality of life since launching their business, with almost 75% indicating notable improvement. This indicates that entrepreneurship—particularly when backed by the program—has significantly influenced their personal and financial well-being.

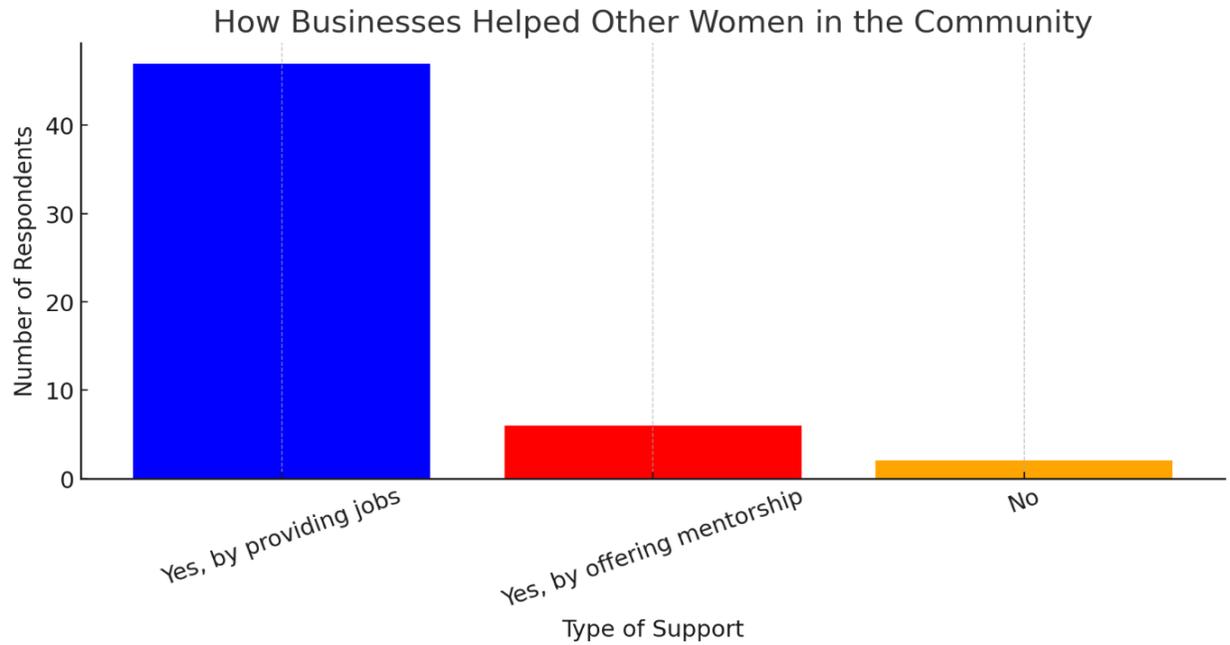


The information underscores the significant impact that entrepreneurship has on economic empowerment. Most women experienced substantial financial gains, suggesting that self-employment programs like this one are effectively improving the economic status of women entrepreneurs in Lucknow.

Change in Societal Perception of Women in Business



The findings reveal a robust agreement that the Mukhya Mantri Yuva Swarozgar Yojana has significantly influenced societal perceptions of women entrepreneurs. This demonstrates an increasing approval and support for women in business within the community.



A significant number of women entrepreneurs are not only establishing their businesses but also empowering other women in their communities by providing jobs and mentorship. This highlights the broader societal influence of women's entrepreneurship and the cascading impact initiated by supportive initiatives.

6. SUGGESTION AND RECOMMENDATION

Ideas for encouraging entrepreneurship as a means of empowering women Research indicates that women have a significant amount of potential for flexible work schedules. They can become powerful change agents and economic growth catalysts if they receive training in a variety of business skills. As entrepreneurs, both men and women are influenced by their surroundings. In order to share experiences and learn from one another's challenges, it is advantageous to establish connections with a broad network of women and entrepreneurs who share similar goals. In addition, men can be husbands, fathers, brothers, family members, and business partners. According to recent studies, women who are unable to dedicate themselves to traditional working hours—which frequently lack profitability—are best suited for small businesses. By taking advantage of training and skill development courses, women can overcome social anxiety and significantly empower themselves and their families, contributing to the nation's strength.

7. RECOMMENDATIONS

Based on the study's findings, it can be said that proper efforts from all sectors are necessary for women entrepreneurs to grow and for their involvement in entrepreneurship to increase. Being an entrepreneur essentially means having control over one's life and actions, and in order for women entrepreneurs to overcome their contradictions, they require confidence, freedom, and mobility.

The following recommendations are made to policy makers, entrepreneurship support institutions, training organizations and women entrepreneurs.

- Efforts should be made consistently to support, inspire, encourage, and collaborate with female entrepreneurs, particularly in the early phases of their business endeavor's.
- Large-scale training programs should be planned with the goal of educating women about the several business-related domains.
- Efforts should be made to improve women's educational standards generally and to deliver them with acceptable training, real-world experience, and personality development opportunities.
- To build professional competences in managerial, leadership, marketing, finance, profit planning,

bookkeeping, and other pertinent skills and competencies, entrepreneurial training companies should set up training programs. This will inspire women to start their own businesses.

- Women in the community should receive specialized vocational training that helps them comprehend production management and the manufacturing process.
- In order to support the growth of entrepreneurship, primarily through the planning of business projects, educational institutions should be required to establish partnerships with a variety of governmental and non-governmental organizations.
- To help women increase interaction with other women entrepreneurs, international, regional and local trade shows, industry exhibitions, conferences and events should be organized.
- Governmental and non-governmental groups should endeavour to disseminate information on plans, programs, and strategies regarding the advancement of women in business, commerce, and industry.
- Women entrepreneurs essential to be well-informed about the many government programs and work hard to take advantage of them.
- Women entrepreneurs must to be well-informed about the many government programs and work hard to take advantage of them.
- Women entrepreneurs' self-help organizations can play a beneficial role in promoting sustainable women entrepreneurship by organizing resources and pooling capital finances to support women in the trade, commerce, and industry sectors.
- Easy loans and subsidies should be made available to businesswomen in order to encourage them to engage in industrial operations. Supplementary working capital support should be assisted by financial institutions to both small and large businesses.

8. CONCLUSION

When it comes to women's participation in entrepreneurship, we are in an improved position now compared to other developed and developing nations, yet the percentage of women involved remains low.

Most female entrepreneurs are younger, typically in the 18–28 age range. The growth of companies run by women may contribute to the socioeconomic empowerment of women. Businesses, cultures, and economies can all benefit from this. Numerous women entrepreneurs have emerged as a result of the socioeconomic development of Indian society, as well as government initiatives, expanded access to higher education, and family support. However, mainstream government programs frequently ignore the particular difficulties they face. It is crucial to develop tailored strategies that resonate with the realities on the ground in order to fully harness their potential. Besides fostering a positive attitude and receiving encouragement from their families, supporting and encouraging a mental shift is vital. Female entrepreneurs encounter additional social, cultural, economic, and technical hurdles compared to their male counterparts. It's important to educate them about the financial and technical assistance available to them and to inspire them with various initiatives and subsidies.

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