



A STUDY ON THE GOVERNMENT INITIATIVES IN PROMOTING WOMEN ENTREPRENEURSHIP IN INDIA

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ABSTRACT

Today women entrepreneurs are increasing in a positive trend. They are highly motivated and supported by the government and many agencies for their business related matters. Women are engaging in various business activities from making home-made products to industrial products. Moreover the companies managed by women are more efficient and profit-making. In this paper the authors have concentrated in highlighting the various government initiatives and measures that has given a helping hand to the women entrepreneurs. The study is based on the information collected from the various secondary sources.

KEYWORDS : Entrepreneurship, financial support, women entrepreneurs, empowerment, government , business.

1. Introduction

Today Indian Government is focusing more on empowering women and providing them with immense opportunities to show their worth. Presently we have some Successful women managers and women entrepreneurs like Indrani Nooyi, CFO of Pepsico to Shahnaz Hussain, proprietor of the biggest herbal cosmetics industry in India. India has many women entrepreneurs who are admirable and outstanding in the corporate world. As years goes by more women are joining in entrepreneurship and they have proved their capability in their area. The most admirable part is that majority male entrepreneurs have accepted that women entrepreneurs are equally capable enough to survive and sustain in this competitive business world.

India is known for its culture and tradition. In earlier days very few women were allowed to get educated and go out from their home. Today the trend has changed and almost every girl child has got the right and voice to get her educated and get employed. Gender discrimination is eradicating in our society at a faster pace.

2. Government's role in supporting women entrepreneurs in India

Government is playing a vital role in supporting and uplifting women for education and carrier. Women have come forward to utilize the opportunities available in the business. All they need is proper inspiration, training and promotions. The Government has also taken a number of steps to ensure that women are properly educated, informed and guided about entrepreneurship. Below the authors has mentioned the various measures taken by the Indian Government to help women start their own businesses.

2.1. Trade Related Entrepreneurship Assistance and Development (TREAD) scheme

TREAD scheme was initiated by the Government of India in order to support women in their entrepreneurial activities .The scheme provides women with proper trade related training, information and counseling along with extension activities related to trades, products, services etc. In addition, Government Grant has also been provided up to 30% of the total project cost as appraised by lending institutions and also finances the balance 70% as loan assistance to applicant women. This scheme highly helps the poor women who are in need of finance to start a business. Also helps the semi-literate and illiterate women who do not have a proper knowledge and education to avail bank loan directly.

2.2. Co-operative Schemes

Agriculture is a backbone of Indian economy. 70% of Indian GDP is derived from Agriculture. Hence the Government of India has

initiated the Co-operatives schemes to help the women entrepreneurs in agro-based industries like dairy farming, poultry, animal husbandry, horticulture etc. The scheme provides full financial support for meeting their financial needs and requirements.

2.3. Government Yojanas

Swarna Jayanti Gram Swarozgar Yojana and Swaran Jayanti Sekhari Rozgar Yojana were two important schemes launched by the government to provide reservations for women and encouraging them to start their ventures. One Centrally Sponsored Scheme that initiated on 1 December 1997 is Swarna Jayanti Shahari Rozgar Yojana (SJSRY). The scheme attempts to provide profitable jobs to the urban jobless & underemployed and the people who are below the poverty line. This scheme has given a lot of opportunities to the unemployed especially for the poor and needy.

SJSRY will be financed on a seventy five to twenty five ratio basis among the Centre and the States. The Swarna Jayanti Shahari Rozgar Yojana will have 2 particular schemes, which are named as

- The Urban Self-Employment Programme (USEP)
- The Urban Wage Employment Programme (UWEP)

2.4. Mahila Vikas Nidhi

This fund has been established by SIDBI to serve the women in rural area to start their entrepreneurship easily. The fund has been generated for helping the women entrepreneurs in setting up the firm and to start their business unit. It provides loans especially for the women entrepreneurs in the field like spinning, weaving, knitting, embroidery products, block printing, handlooms handicrafts, bamboo products etc.

2.5. Private Organisations

Apart from Government's role there are several NGOs, voluntary organizations, Self-help groups (SHGs), institutions and individual firms from rural and urban areas are working to help new women entrepreneurs to set up their business and run it smoothly. These initiatives by different agencies have paved way for the emergence of numerous women entrepreneurs in India. The government and private institutions have made various plans to setup women-centric enterprises for the betterment and employment of women in organizations.

3. Training programs started by the Government for self-employment of women are:

- Support for Training and Employment Programme of Women (STEP).
- Development of Women and Children in Rural Areas (DWCRA).

- Small Industry Service Institutes (SISIs)
- State Financial Corporations
- National Small Industries Corporations
- District Industrial Centres (DICs)

4. Conclusion

Though various measures and initiatives are undertaken by the government majority of women are unaware of it. Hence they tend to avail loans and help from unauthorized people and finally end into failure of business. This study has only covered a minimal portion of the government services for women entrepreneurs. Since women-centric businesses are increasing at a faster pace the government plans and executions towards motivating and supporting women for their financial and non-financial needs is also cumulating.

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