

## GOVERNMENT'S INITIATIVES FOR PROMOTING WOMEN-RUN STARTUPS: NORTH INDIAN SCENARIO

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**Abstract:** From running households to owning and running self-established enterprise, women have done them all. Socio-economic development of women leads to overall development of society. In Indian context, concept of women entrepreneurship has not been developed as it should have been. With the changing mentality, education levels, acceptance of working women and awareness of women towards their rights and zeal of imparting their knowledge in lucrative projects and be self-independent is changing the role of women in society. When a woman initiates, organizes and manages enterprise and is responsible for risks involved and achievement of final objectives that is termed as women – run startup. To promote more and more women to be self-independent and start their own enterprises, Government has initiated various schemes for promoting women entrepreneurs or self-help groups, like Udyogini Scheme, Annapurna Scheme, initiatives by NitiAyog to name a few. The present study aims to study various governments' schemes and what problems women are facing in successful implementation of these schemes in North India.

**Key Words:** Women – run startups, women entrepreneurship, government schemes.

### INTRODUCTION

It is rightly said that when women have the capability of running households in efficient and organized manner, they can run the business organizations with the same instinct, efficiency and zeal. Gone are the days when women were to confined to their homes, they are now evolved as the equal to their male counterparts. Now – a– days, women rub shoulders with men in every walk of life and the case of business, managing enterprises is no exception. She knows how to survive in extreme conditions with their hardwork, intelligence and thinking out of the box spirit to run household they can do the same while managing enterprises. The mindset change in the Indian society came when women started having higher technical education, became more confident of their traits, joining family business in 1980's and 1990's, (Chimthanawala et al., 2015). In current scenario, there are many successful women entrepreneurs who are leading the major enterprises in India.

### WOMEN ENTREPRENEURS

Women entrepreneurs are females who initiate, own and run an enterprise. (Charboneau, 1981) defines Women Entrepreneurs as the woman or group of women who conceive an idea, take initiative, organize, manage and operate a business enterprise for economic independence. Ganesamurthy (2007) defines women entrepreneur as a female who invest 51 % of the capital in a venture, manages, controls and employees 51 % of employment to women for the overall development of the women at large. Women entrepreneur is a person who generates the idea of venture, innovates, accepts challenges, takes risks, has positive attitude, capable of contributing values, understands her traits and qualities possess skills and knows how the things have to be practically implemented. Dwibedi (2015) describes women entrepreneur as a female who have the courage to accept the challenge to fulfill her personal as well as economic needs.

## STATUS OF WOMEN ENTREPRENEURS IN INDIA

In India, women were kept under veils, but with media outrage and women empowerment, government schemes, status of women have changed from mere showpieces kept at home to purely professional and confident who knows how to use her positives in enterprises and her professional life. In the era of globalization, digitalization and boom in start – ups, Indian women have also started evolving themselves and venturing out to startup their own ventures, ranging from IT based, app development, sports media firm, etc., not limiting themselves to just boutiques and household ventures, coming from all walks of life, Birla( 2019).

Despite of talks and schemes regarding women empowerment, only 30 % of the senior management positions are held by women as compared to the global average of 24%. women in but when we talk about the overall workforce India is 113<sup>th</sup> out of 135 countries, that is the worst performance displaying the huge gender gap. And women entrepreneurs constitute only 10 percent of the total number of entrepreneurs in the country, Saxena (2016). Report of MSMEs for 12th Five year plan 2012-2017 (Table 1), Tamil Nadu has the highest number of registered units run by women entrepreneurs and Uttar Pradesh has highest number of registered women entrepreneurs followed by Tamil Nadu.

**Table 1. Numbers of Women Entrepreneurs Registered in India**

<b>Women Entrepreneurship States</b>	<b>No of Units Registered</b>	<b>Rank</b>	<b>No of Women Entrepreneurs</b>	<b>Rank</b>	<b>Percentage</b>
Tamil Nadu	9,618	1	2,930	2	30.36
Uttar Pradesh	7,980	2	3,180	1	39.84
Kerala	5,487	3	2,135	3	38.91
Punjab	4,791	4	1,618	4	33.77
Maharashtra	4,339	5	1,394	6	32.12
Gujarat	3,872	6	1,538	5	39.72
Karnataka	3,822	7	1,026	7	26.84
Madhya Pradesh	2,967	8	842	8	28.38
Other States and UTs	14,576	9	4,185	9	28.71
<b>Total</b>	<b>57,452</b>		<b>18,848</b>		<b>32.82</b>

Source: Report of MSMEs, 12th Five year plan 2012-2017.

## GOVERNMENT SCHEMES FOR WOMEN ENTREPRENEURS IN INDIA

To improve the status of women, protecting rights

and empower women, government of India has launched various schemes that provide financial assistance and training to women entrepreneurs (Table 2).

*Government's Initiatives for Promoting Women-Run Startups: North Indian Scenario*

S.No.	Name of the Scheme	Initiated in the year	Objectives
Schemes that provide Financial Assistance			
	Annapurna Scheme	1999 – 2000 In Union Budget	Providing loans upto 50,000 for women who want to set up food catering unit.
	Stree Shakti Package	Initiated by SBI	Applicable to units in which women have 50% shares in any field. Providing loans in different units: <ul style="list-style-type: none"> <li>• From Rs. 50K to Rs.2 Lakhs for retailers.</li> <li>• From Rs. 50K to Rs.2 Lakhs for business enterprises.</li> <li>• From Rs. 50K to Rs.25 Lakhs for professionals</li> <li>• From Rs. 50K to Rs.25 Lakhs for SSI</li> </ul>
	BhartiyaMahila Bank	November 2013, merged with SBI in 2017	Exclusive bank for women. Provides loan up toRs 20 crore for women business owners of manufacturing enterprises.
	MahilaUdyam Nidhi (MUN) Scheme	Launched by SIDBI	Provides equity support to women entrepreneurs for setting up projects in Tiny Sector. Financial Assistance up to 10 lakhs Available in Nationalized banks.
	Dena Shakti Scheme	Launched by Dena Bank	Provides financial assistance from Rs. 50,000 to Rs. 20 lakh depending upon sector. Basically provides loans for working capital requirements and business expansion
	Cent Kalyani Scheme	Offered by Central bank of India	Provides loans upto one crore. Provides overdraft facility, letter of credit, letter of guarantee, etc.
	Mudra Yojana Scheme	Offered by all nationalized banks	General scheme for small units. Provides loans upto 50 lakh Has three plans Shishu plan (loans uptoRs 50,000 for new businesses), Kishor plan (loans between Rs 50,000 and Rs 5 lakh for well-established enterprises), Tarun plan (loans between Rs 5 lakh and Rs 10 lakh for business expansion).
1. i	Udyogini Scheme	By all nationalized banks	Provides financial assistance uptoRs. 1 lakh to women between 18 – 45 age group.
Government Schemes that provide technical training and other help			
	Trade Related Entrepreneurship Assistance and Development (TREAD) scheme for women	Launched in 9 <sup>th</sup> five year plan	Provides information regarding the products, services and opportunities for women Also, provides training and conduct counselling sessions for women entrepreneurs making it easy for them to understand the core business activities.
	MahilaVikas Nidhi	Launched by SIDBI	Provides EDP programmes for providing technical training to women like T.V repairing, screen printing, block printing, making printer circuit boards, etc.
	Co-operative Schemes		These schemes help women to form self-help groups to manage and control agriculture based industries like poultry, dairy, horticulture, etc. and provides financial support to them for the smooth functioning of the unit.
	STEP(Support for Training and Employment Programme of Women)	1985 – 86	Provide skills to enhance employability to women. Provide competencies and skill that enable women to become self-employed/entrepreneurs.

	DWCRA(Development of Women and Children in Rural Areas)		Provide rural women with productive income-generating assets and credit, and enhance their skills.
<p>Further there are various schemes that government has for entrepreneurial development and women entrepreneurs can get benefits from them too. Some of them are</p> <ol style="list-style-type: none"> <li>1. Integrated Rural Development Programme (IRDP),</li> <li>2. Khadi And Village Industries Commission (KVIC),</li> <li>3. Training of Rural Youth for Self-Employment (TRYSEM),</li> <li>4. Prime Minister's RojgarYojana (PMRY),</li> <li>5. Entrepreneurial Development Program(EDPs)</li> <li>6. Small Industry Service Institutes (SISIs)</li> <li>7. State Financial Corporations</li> <li>8. National Small Industries Corporations</li> <li>9. District Industrial Centres (DICs)</li> </ol>			

### GOVERNMENT INITIATIVES AND WOMEN ENTREPRENEURS – THE REALITY

The schemes that are provided by the government should reach the public at large and maximum people should get benefitted out of it. There are many success stories in north India, where women aged between age group 18 – 50 are breaking all the barriers and coming forward to walk shoulder to shoulder with male counterparts. Many students while studying are coming up the idea of starting up something that they are interested in or were doing the same work as a hobby. IIT Delhi launched Women Entrepreneurship Empowerment (WEE) Mentorship in the year 2015 that mentored 45 budding women entrepreneurs to curb the gender parity and impart managerial and technical skills to women. Despite of the government schemes many women entrepreneurs find it difficult to access and get benefit of the schemes in north India. Baljeet kaur , an entrepreneur form Ludhiana feels the schemes fails to reach the women in extreme areas and government should take appropriate measures to make it easy for women entrepreneurs. Sharma a social reformer from north India experienced the corrupt, discouraging and inimical behavior of officials in government offices. Kirti Aggarwal found that the government initiatives are not properly defined and some of them lack practical implementation. Also, the process is lengthy and the agencies fail to deliver funds and subsidies on time. Bhavna Sharma believes that access to government schemes and subsidies is easier for men due to many societal reasons.

### Government Initiatives and Women Entrepreneurs – Make it easy for her

Regardless of the schemes that government has launched for women entrepreneurs, awareness about these continues to be a challenge. Government need to have proper information dissemination modes (like workshops, nukkadnataks, awareness progrsammes, seminars, media – radio, T.V, etc) through which information regarding the schemes should reach maximum number of women in every corner of the region. Many women in rural setup lack knowledge regarding various schemes.

Also, there is a need of change in mindset of people regarding working women. Appropriate awareness programs should be held. TIER II and TIER III cities like Chandigarh, Ghaziabad, Gurugram, Urban Mohali, Amritsar, Ludhiana, Jaipur, Udaipurand Jalandhar have accepted working women and are encouraging women to be independent and initiating startups. But in rural north India especially in the state of Uttar Pradesh, Bihar, Rajasthan government schemes still have to reach women at large.

Government should keep a check on the government officials so that they are not indulged in corrupt practices and should not have prejudice regarding the behavior towards women.

Appropriate feedback mechanism should be devised so that women can report unfavorable and corrupt behavior of officials.

## CONCLUSIONS

Government is taking various measures by launching number of schemes to help, encourage women entrepreneurs to enter to the Indian entrepreneurship ecosystem. Women only contribute to approximately 20% of the total entrepreneurship ecosystem in India and in north India a minimal of approximately 2 -3 %. The study revealed the reality of the schemes reaching women at large and the problems they are facing to avail the benefits of the schemes in North India. The major reason of low percentage is the mindset of the society that needs a revamping regarding women entrepreneurs in North India.

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