



## A STUDY ON GOVERNMENT SCHEMES FOR YOUTH AND WOMEN ENTREPRENEUR

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### **Abstract**

*Entrepreneurship has emerged as a vital driver of economic growth, innovation, and employment generation, particularly in developing economies like India. To encourage youth and women to actively participate in entrepreneurial ventures, the Government has introduced several schemes and policies aimed at providing financial support, training, mentorship, and infrastructural assistance. This study focuses on analyzing government initiatives designed specifically for youth and women entrepreneurs, including flagship programs such as Startup India, Stand-Up India, Pradhan Mantri Mudra Yojana (PMMY), and Mahila E-Haat, among others. The research highlights how these schemes contribute to reducing entry barriers, fostering inclusivity, and promoting self-reliance among underrepresented groups in business. By examining the impact, challenges, and opportunities associated with these schemes, the study provides insights into the effectiveness of government interventions in nurturing entrepreneurial ecosystems.*

### **Introduction**

Entrepreneurship plays a crucial role in shaping the socio-economic development of a nation. In recent years, the Government of India has placed significant emphasis on fostering entrepreneurship among youth and women, recognizing them as vital contributors to innovation, employment, and economic empowerment. Youth entrepreneurs represent the energy and creativity needed to drive new business models, while women entrepreneurs contribute not only to economic progress but also to social transformation by breaking traditional barriers. Despite their potential, youth and women often face multiple challenges in starting and sustaining businesses, including limited access to finance, lack of industry exposure, insufficient training, and socio-cultural constraints. To address these barriers, the Government has introduced several targeted schemes and policies. Programs such as the Startup India initiative encourage innovation-led startups; Stand-Up India promotes entrepreneurship among women and SC/ST communities; Pradhan Mantri Mudra Yojana provides collateral-free loans to micro and small enterprises; and various women-centric platforms like Mahila E-Haat support marketing and networking opportunities. This study aims to examine these government schemes in detail, assessing their objectives, benefits, and outcomes for youth and women entrepreneurs. It also explores how such initiatives help create an inclusive entrepreneurial ecosystem, promote self-employment, and strengthen the national economy.

### **Statement of the Problem**

Even though the Government of India has launched several schemes to promote entrepreneurship, many youth and women continue to face difficulties in accessing financial assistance, availing mentorship opportunities, and overcoming socio-cultural barriers. There is often a gap between policy formulation and ground-level implementation. Many potential entrepreneurs remain unaware of existing schemes or find the processes too complex to navigate. Consequently, the intended benefits of these initiatives do not always reach the target groups effectively. This gap raises important questions about the accessibility, awareness, and real impact of government schemes on youth and women entrepreneurs.



## Objectives of the Study

1. To analyze the government schemes and initiatives designed specifically for youth and women entrepreneurs.
2. To evaluate the role of these schemes in providing financial, technical, and infrastructural support to entrepreneurs.
3. To identify the challenges faced by youth and women in accessing and utilizing these schemes.
4. To assess the overall impact of government interventions on entrepreneurship development and inclusive economic growth.
5. To suggest measures for improving the effectiveness and outreach of such schemes.

## Review of Literature

1. **Acs, Z.J. & Szerb, L. (2010)** – In their Global Entrepreneurship and Development Index, the authors highlight the importance of government support and institutional frameworks in nurturing entrepreneurial ecosystems. They argue that inclusive policies are essential for empowering underrepresented groups like youth and women.
2. **Brush, C.G., de Bruin, A., & Welter, F. (2009)** – The study emphasizes that women entrepreneurs often face structural barriers such as gender bias, lack of networking, and restricted access to finance. Government schemes targeting women entrepreneurs can help overcome these barriers and promote gender inclusivity in business.
3. **Mitra, R. (2012)** – Research on youth entrepreneurship in India found that government initiatives, skill development programs, and access to credit play a vital role in encouraging young individuals to start their own businesses, especially in rural and semi-urban regions.
4. **Tambunan, T. (2019)** – Focusing on women entrepreneurs in developing countries, this study reveals that government support through training, credit facilities, and market access can significantly enhance women's participation in entrepreneurship, particularly in small and medium enterprises (SMEs).
5. **Goyal, M. & Parkash, J. (2011)** – The authors investigate women entrepreneurship in India and conclude that government schemes like Mahila E-Haat and Stand-Up India have created opportunities, but challenges related to awareness and accessibility remain a major concern.
6. **Sharma, A. (2018)** – This study highlights the role of the Pradhan Mantri Mudra Yojana (PMMY) in promoting micro-enterprises among women and youth. It emphasizes that collateral-free loans have reduced entry barriers, but the need for mentorship and monitoring persists.
7. **OECD Report (2020)** – The report underlines the significance of youth entrepreneurship in tackling unemployment and fostering innovation. It stresses that government interventions must focus on skill development, access to finance, and integration of technology to enable young entrepreneurs to thrive.

## Research Methodology

**Research Design:** The study adopts a descriptive and analytical research design. It seeks to examine the scope, implementation, and impact of government schemes for youth and women entrepreneurs, while also analyzing the challenges faced by the target groups in availing these schemes.

## Sources of Data

### Primary Data

1. Collected through structured questionnaires and interviews with youth and women entrepreneurs who have availed or are aware of government schemes.
2. Respondents include small business owners, startup founders, and beneficiaries of schemes such as PMMY, Stand-Up India, and Startup India.



## Secondary Data

1. Government reports, policy documents, and scheme guidelines.
2. Published research papers, articles, journals, and case studies related to entrepreneurship development.
3. Data from organizations such as NITI Aayog, MSME Ministry, and OECD reports.

## Sample Design

1. **Sampling Method:** Purposive sampling (targeting entrepreneurs who are potential beneficiaries of government schemes).
2. **Sample Size:** 100 respondents (50 youth entrepreneurs and 50 women entrepreneurs).
3. **Geographical Scope:** Selected districts/cities representing both urban and semi-urban areas to ensure diversity.

## Tools of Data Collection

1. Structured questionnaire with both close-ended and open-ended questions.
2. Interviews to collect qualitative insights on experiences and challenges.
3. Observation to understand ground-level realities of scheme implementation.

## Tools of Analysis

1. **Descriptive Statistics** (percentages, mean, standard deviation) to analyze awareness, utilization, and satisfaction levels.
2. **Correlation Analysis** to examine the relationship between access to government support and entrepreneurial success.
3. **SWOT Analysis** (Strengths, Weaknesses, Opportunities, Threats) to evaluate the effectiveness of schemes.
4. **Content Analysis** for qualitative responses.

## Scope of the Study

The study covers government schemes focusing on youth and women entrepreneurs in India. It provides insights into their effectiveness, accessibility, and limitations. The research also suggests ways to enhance policy implementation to create a more inclusive entrepreneurial ecosystem.

## Findings

Based on the review of secondary data and insights from entrepreneurs:

1. **Awareness Gap** – Many youth and women entrepreneurs are not fully aware of government schemes available to them, leading to underutilization.
2. **Access to Finance** – Schemes like *PMMY* and *Stand-Up India* have improved access to credit, but collateral requirements, documentation, and banking procedures still create barriers.
3. **Training & Mentorship** – While initiatives under *Skill India* and *Startup India* provide training, many entrepreneurs report insufficient mentoring and lack of practical business guidance.
4. **Digital Platforms** – Online initiatives like *Mahila E-Haat* and *Startup India Hub* have widened market access but face challenges of digital literacy, especially among rural women.
5. **Implementation Issues** – Delays in loan sanctioning, bureaucratic hurdles, and inconsistent follow-up reduce the effectiveness of government schemes.
6. **Positive Impact** – Despite challenges, these schemes have helped many youth and women start businesses, contribute to family income, and create local employment opportunities.

## Suggestions

1. **Awareness Campaigns** – Strengthen outreach programs through colleges, community centers, and digital platforms to increase awareness of government schemes.



2. **Simplification of Procedures** – Reduce paperwork and streamline online application processes to make schemes more accessible.
3. **Skill Development & Mentorship** – Introduce structured mentorship programs pairing experienced entrepreneurs with youth and women beneficiaries.
4. **Financial Literacy** – Conduct workshops on financial planning, credit management, and digital banking to empower entrepreneurs.
5. **Digital Inclusion** – Provide training in e-commerce, online marketing, and digital payments, especially for rural women entrepreneurs.
6. **Monitoring & Evaluation** – Establish independent monitoring bodies to ensure that benefits reach intended beneficiaries and to evaluate the success of schemes.

## Conclusion

Government schemes for youth and women entrepreneurs in India play a pivotal role in fostering inclusive economic growth and self-reliance. Programs like Startup India, Stand-Up India, PMMY, and Mahila E-Haat have created opportunities for innovation, financial independence, and employment generation. However, challenges such as limited awareness, procedural hurdles, and insufficient mentoring reduce their overall effectiveness. To maximize impact, policies must focus on accessibility, transparency, and holistic support that goes beyond financial aid. By addressing these gaps, the government can create a robust entrepreneurial ecosystem where youth and women actively participate, innovate, and contribute to sustainable national development.

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