



FINANCIAL SUPPORT AND SCHEMES AVAILED TO WOMEN ENTREPRENEURS IN DHARMAPURI DISTRICT, TAMIL NADU

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Abstract

This paper awareness, utilization and the level of satisfaction of financial support and schemes among women entrepreneurs in Dharmapuri district, Tamil Nadu. The financial support and development schemes availed for women entrepreneurs various financial agencies helped to women entrepreneurs. The government of India and NGO various financial assistance and guiding to rural and urban women entrepreneurs. During the planning era, a number of institution / agencies were setup to render assistance to women entrepreneurs by giving training, providing financial assistance and marketing assistance.

1. Introduction

In this world various religions say god is universal .But it is true we do know, that poverty, unemployment and low life style are omnipresent, even in developed countries. Poverty alleviation and entrepreneurship creation is vital and significant one in the world, especially in backward and developing countries like Asian and African countries. Today various peoples faced various levels of problem in day- to -day life, like nutrition related diseases, low life style; they are unable to start any small level business. Therefore financial help for the poor through government and NGO is essential. Women constitute around half of the total world population. So is in India also. Therefore, they are regarded as the better half of the society. In traditional societies, they were confined to the four walls of houses performing household activities. Now –a- day in modern societies, they have come out of the four walls to participate in all sorts of activities. The global evidences buttress that women have been performing exceedingly well in different spheres of activities like academics, politics, administration, social work and so on. In this process not only urban educated women but also rural women participate. Therefore women Development and entrepreneurship are must for rural women. The new industrial policy, 1980 has emphasized the need of implementing the entrepreneurship program for women in rural and urban areas to uplift their status in the economic and field. “Products and process courses are framed to train the women group for their participation in industrial business”.

Support Schemes Offered in Tamil Nadu

The women entrepreneurship development is a process which requires extensive support from the government and family members. Women’s participation in the economic development calls for arrangements that should enlighten them more about economic and socially productive work. In order to encourage more and more women to enter in to the field of entrepreneurship, the Tamil Nadu government has introduced several schemes for providing training, financial assistance and extension service to women entrepreneurs. Tamil Nadu was the first state in the country to setup a special cell in for promotion of entrepreneurship among women.

Tamil Nadu Financial Supporting Institution and Schemes Offered to Women Entrepreneurs

1. Tamil Nadu DIC (District Industrial Centre)

- PMRY (Prime Minister RozgarYojana) Schemes
- MahalirThittam Schemes
- SHG (Self –Help group) Schemes

2. Tamil Nadu Small Industries Development Bank of India (SIDBI)

- MahilaUdyamNidhi (MUM) Schemes
- Self –Employment Schemes
- Special schemes for women entrepreneurs

3. Tamilnadu Small Scale Industry (SSI)

- Udyogini Schemes encourage women entrepreneurs
- Business enterprises start the schemes
- Retailer , professional and self-employment schemes

Commercial Banks Support to Women Entrepreneurs

Financial supporting for women entrepreneurs main golden opportunities provided to banking institution biggest helping tendency very well. Commercial banks help the women entrepreneurs by providing working capital to carry on day today business activities, overdraft, loan for machinery, providing technical assistance to self employment person, bills discount facilities, organizing training etc.



1. State Bank of India

- “Stree Shakti Packages” schemes it’s aimed at supporting entrepreneurs among women by providing certain concession.

2. Punjab National Bank

- “P& S Bank Udyogini Schemes” this schemes main aimed to encouraged the women entrepreneurs to avail the loan and liberal terms and exclusive catering of credit ,Tinny SSI sector ,business enterprises, self-employed etc.,

3. Oriental Bank of Commerce

- “Schemes for Professional & Self –Employment” in this scheme offered to purchases of fixed assets (term loan) and for meeting working capital needs. And another schemes **Oriented Mahila Vikas Yojana** – In this schemes main aimed to meet credit needs of women entrepreneurs.

4. Dena Bank

- **Dena Sakthi Schemes For Women Entrepreneurs**, In this schemes for financing to women entrepreneurs

5. Bank of Baroda

- **Akshaya Mahila Arthik Sahay Yojana** In this scheme offered to financial assistance for professional, self employment women and also retail business.

Dharmapuri District and Financial Assistance

In Dharmapuri district, the DIC gives training to potential women entrepreneur in order to increase the number of women entrepreneurs in the district. The present work is an attempt to assess the institutional support provided to women enterprise in the area of study. The Tamil Nadu government has classified some areas in the district as industrially backward. The District Industrial Centre, Dharmapuri has been employment and financial supporting activity role in finance recommendation, Training for women, Self –help group economic development and micro (Small), and Medium industries registered vital role in Dharmapuri (DIC).Small industries sectors level of business in tinny industry and cottage industries registered unit in manufacturing sector registered in 195, service sector registered unit in 632. The medium level industries registered to manufacturing sector 3, and service sector 30, Dharmapuri (DIC) total registered unit in 860.Harur is declared as the most backward one. The most backward area is eligible to get 20% capital subsidy from the government of Tamil Nadu. Dharmapuri, Palacode and Pennagaram are the area declared as industrially backward area. These areas are eligible to draw 10% capital subsidy from the government of Tamil Nadu.

Year Wise Trend of Units Registered

Year	Number of Registered Units	Employment	Investment (Lakh)
2008-2009	143	1058	762.42
2009-2010	095	749	395.07
2010-2011	098	704	699.96
2011-2012	500	2591	2320.81
2012-2013	505	2902	2233.39
2013-2014	860	3258	2945.52

Source: DIC Dharmapuri

Objectives of the Study

The Study has been Pursued to Achieve the Following Objectives

- To analysis the awareness of financial supporting institution in women Entrepreneurs
- To examine the rural women entrepreneurship and socio-economic development in the study area
- To women entrepreneurs knowledge of schemes.
- To evaluate micro finance and its uses in on women entrepreneurship
- To women entrepreneurs various schemes availed

Methodology

The present study is based on both primary as well as secondary data. To collect the primary data, questionnaires are prepaid and present personally to 55 women entrepreneurs selected in present study. The sample of women entrepreneurs are selected from Dharmapuri district. The collected data are analyzed by tabulating and percentage tool used to examine women entrepreneurs. The secondary data were collected from newspaper, books and journal, etc.



Table 1: Age of Women Entrepreneurs

Age	No. of. Respondents	Percentage
Below 30	35	63.63%
30 -40	11	20.00%
Above 40	09	16.30%
Total	55	100%
Chi-square = 22.836 ,d.f =2, 1% level of significant		

Source: Primary Data

Table 1 shows that age of women entrepreneurs 63.63% of women entrepreneurs in lower age group women entrepreneurs participated in business and lowest above 40 age group women entrepreneurs involved to business tendency. Youngest women entrepreneurs highly risk and venture activity very well so more women entrepreneurs below 30 age group of respondent highly dominated in business. Age of women entrepreneurs chi-square value 22.836 and degree of freedom 2 in 1% level of significantly of women entrepreneurs.

Education Qualification of Women Entrepreneurs

Education Qualification	No. of. Respondents	Percentage
Primary Level	08	14.56
Higher secondary level	08	14.56
Graute Level	35	63.36
Post Graute Level	04	07.27
Total	55	100
Chi-square =44.564, d .f =3, 1% level of significant		

Source: Primary Data

Education is important tools for women entrepreneurs in flourished in society and development life change. Education is an improving the scope of employment /self-employment and empowering them to think for themselves. In spite of~ 173 ~International Journal of Multidisciplinary Research and Development inadequacies, education has a definite impact on entrepreneurship with the women become more confident and capable of recognizing the potential area of exploitation in various stages of entrepreneurial activity. Its education highly women not for failed. The highest education of women entrepreneurs 35 respondents in 63.36% women in undergraduate and equal level of women education to primary and HSC level 14.56% and 14.56% , very lowest education level for post graduate in 4 respondent at 7.27 % post graduate women entrepreneurs very poor education qualification level.

Income Wise Women Entrepreneurs

Income	No .of. respondents	Percentage
<7000	13	23.63%
7000-10000	15	27.27%
Above 10000	27	49.1%
Total	55	100
Chi-square =6.255, d.f =2, and 1% significant		

Source: Primary Data

Income measure the financial stability of a family. It also reveals the purchasing power of the family to take care of basic household expenses, education of children of and the like. The data in table 3 shows that majority of the entrepreneurs belonged to families having a monthly income for women entrepreneurs 27 respondent above 10000 its majority of the women entrepreneurs earning money and nest of income earning ability of women business in modern world.

Location of Enterprise

Location	No. of. respondents	Percentage
Rural	17	30.90
Urban	38	60.10
Total	55	100
Chi-square =8.018, d.f =1, 1% level of significant.		

Source: primary data



In a developing country like India women entrepreneurship is fast growing phenomenon. Rural-urban economic disparity is still a pertinent issue in almost all the developing nations. The question of access to mainstream financial resources, business networks and many NGO programme especially designed for women in business is more severe for rural women. Obtaining financial assistance, marketing opportunities, acquiring technology will be easy in cities and town. The data in table 4 shows that the entrepreneurs location of enterprise majority of respondents urban area selected in 38respondent highly percentage of 69.10 % location of urbanarea. The very few respondents rural area located in enterprises.

Supporting Institution of Women Entrepreneurs

Supporting Agencies	No. of Respondents	Percentage
Government	18	32.72
NGO	23	41.79
Private	14	25.46
Total	55	100
Chi-square =2.218, d.f =2, level of 1% significant		

Source: Primary Data

The economic developments of the advance country business enterprises ply an important role for financial assistance institution. In order to fill this vacuum, the government has setup a large number of institution to provide succor in the form of various promotional measure. The shows that the table 5three types of supporting institution for Govt., NGO ,and private institution. Its majority of financial supporting institution table mentioned NGOs financial institution, maximum respondent for NGO selected. 41 percentage respondents in to NGO, and second preference for government institution, because over all government procedure delay sanction in financial supported. Private institution very few level of distributed financial support and high rate of interest, so unlike for private institution.

Knowledge of Schemes

Location	No. of Respondent	Percentage
Yes	30	54.56
No	25	45.46
Total	55	100
Chi-square =0.455, d.f =1, 1% level of significant		

Source: Primary Data

The government is in an active-more to promote self employment opportunity for women by extending financial as well as other supporting through various schemes. In reality, the selected women entrepreneurs are unaware of the various schemes provided by government except the Prime Minister RozgarYojana scheme under which few them have obtained loan to start business. The shows that the table 6more of women entrepreneurs knowledge of scheme sunder stand but not the availing procedure. There is majority of women entrepreneurs respondent 54.56 percentage effective knowledge but 45.46 respondent un knowledge able respondents.

Schemes Aailed

Location	No. of Respondents	Percentage
Yes	18	32.72
No	37	67.28
Total	100	100.00
Chi-square =6.564, d.f =1, 1% level of significant		

Source: Primary Data

The government of India in its seventh five year plane has included a chapter on integration of women in development. Lack of knowledge regarding government policies, loans and schemes still prevail among women entrepreneurs in rural areas. To know whether the sample respondents have availed of any assistance data has been collected and is tabulated in 7.The analysis of data indicate that even amongst those who were of schemes of assistance, 32.72 percent made use of the PMRY schemes availed to respondent. A big majority of 67.28 percent have not availed of any supportive schemes.

Suggestion

On the basis of the above findings, we put forth some suggestion for the growth and development of women entrepreneurs in the backward region of the Dharmapuri district of Tamilnadu.



- Industrial policy of the state government should best strengthened to encourage the unemployed person to seek entrepreneurial career by providing financial and non –financial assistance.
- Location of the industrial units should be so designed that they are closer to sources of raw material, market place, and other infrastructure facilities arranged. International Journal of Multidisciplinary Research and Development
- Business started mostly urban area but not the undeveloped area for the villages so most women entrepreneurs motivated to government support and business about that the awareness to rural women entrepreneurs. Skill based training and technical oriented training provided to women entrepreneurs development activity.
- Financial institution should be more of financial availing schemes about details inform to people. Various schemes and schemes about that the knowledge reached to rural people, entrepreneurial business development cell needs in each and every village in overall India.
- Government of India introduced to women development programme and schemes but not understand to rural and urban women, so women entrepreneurs should be motivated and entrepreneurial guidance cell, and each and every villages are special officer appointed in government side, government officer government schemes full details and financial assistance getting the procedure elaborated details.

Conclusion

Several scholars have admitted that with proper training being provided to the potential women entrepreneurs, women entrepreneurship could be developed. So, entrepreneurs are born also made. Keeping this in view the Entrepreneurial Development Programme should reach the industrially backward and most backward areas to enhance the number of women entrepreneurs to improve Indian economy. The growth of women entrepreneurship strenuous effort taken by the government and NGO in support of women entrepreneurship. But yet, steps are to be taken to make all the schemes and assistance highly effective and reach all women. These programmes will definitely help the Indian women to take all activities right from perceiving profitable opportunities till translation of these ideas into materialistic realities by establishing successful enterprises and further leading growth and development. Certainly with the help of the above programmes it will not take a long time to bring about a revolution in the evolution of the women entrepreneurs.

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