

POLICIES AND SCHEMES FOR WOMEN ENTREPRENEURS IN INDIA

*Mr. CH.SUBBARAYUDU

**Prof.CH.SRINIVASA RAO

Lecturer in Commerce, Jawahar Bharathi Degree College, Kavali
Professor & Special Officer, Department of Commerce, VSUPG Centre, Kavali

Abstract

Indian entrepreneurship has been assumed as a contradiction with paradoxes. Entrepreneurs are produced in India to set examples of inspirations for many as to how innovation and success could be achieved overcoming the basic constraints. The family business of India and entrepreneurial zeal has significantly boomed and transformed the industry and business interface of India. Women of India have been striving hard to attain heights of leadership positions. Besides facing additional barriers of balancing responsibilities, access to entrepreneurial prospects, control over resources and many more, women have proved themselves equitable to many areas in order to achieve economic independence and respectable positions. Micro, Small and Medium Enterprises (MSMEs) are providing a sound base of economic development and growth in India. MSMEs are taken as foundation for all industrial endeavors of almost all countries including India. They are supporting in contribution of huge business worldwide. As far as India is concerned, the economic development and progress of the country has been significantly flourishing due to these MSME's. With this background, the paper strives to highlight the state of entrepreneurship in India with focus on women entrepreneurs, the challenges faced by them, including the women of rural areas as the women in India constitutes a major portion of labor force in India.

Keywords: Women entrepreneurs in India, Women Entrepreneurs in India under PMEGP and Policies and Schemes for Women Entrepreneurs in India

Introduction

Indian entrepreneurship has been assumed as a contradiction with paradoxes. Entrepreneurs are produced in India to set examples of inspirations for many as to how innovation and success could be achieved overcoming the basic constraints. The family business of India and entrepreneurial zeal has significantly boomed and transformed the industry and business interface of India. Women of India have been striving hard to attain heights of leadership positions. Besides facing additional barriers of balancing responsibilities, access to entrepreneurial prospects, control over resources and many more, women have proved themselves equitable to many areas in order to achieve economic independence and respectable positions. Many entrepreneurial development support processes have been initiated to support and uplift the entrepreneurial zeal among women in India. These support initiatives are creating and providing paths of economic independence and work opportunities to the women in India. Micro, Small and Medium Enterprises (MSMEs) are providing a sound base of economic development and growth in India. MSMEs are taken as foundation for all industrial endeavors of almost all countries including India. They are supporting in contribution of huge business worldwide. As far as India is concerned, the economic development and progress of the country has been significantly flourishing due to these MSME's. With this background, the paper strives to highlight the state of entrepreneurship in India with focus on women

entrepreneurs, the challenges faced by them, including the women of rural areas as the women in India constitutes a major portion of labor force in India. They are still exploring to join the mainstreams of economic development of the country through various means of their contributions. If tapped and polished properly, this segment can come up as very efficient and effective representatives and contributors of change in country leading to better lifestyle, better society and strong economy in the overall current global scenario. More and more women are opting to leave the work force and to be at home, not to sit and make their homes but to rise as entrepreneurs. The presence and contribution of women as entrepreneurs in the field of business has and will change the demographic prospects of businesses. Women-run businesses are getting common nowadays and are playing significant role in uplifting the economic growth of the overall society. The paper revolves around the issues, difficulties and challenges confronted by women as entrepreneurs, some suggestions to overcome them.

Women entrepreneurs in India: A glance at the figures

On an individual level, some women have strong entrepreneurial ambitions. Interestingly, several of the interview partners mentioned that they got inspired by male role models such as Bill Gates or Steve Jobs, or that they were introduced to the “startup world” by their male friends who are entrepreneurs. On an institutional level, the government has launched several schemes to augment the entrepreneurial motivations of women and there is more noticeable political will to empower them.

However, looking beyond high individual and political aspirations and investigating the statistics of how many women actually own businesses shows a rather sobering balance. Literature on the subject often cites data from the Sixth Economic Census, which was conducted between January 2013 and April 2014. Out of 58.5 million businesses counted by that census, 8.05 million were owned by women, which correspond to a rate of 13.76 percent of women among the total number of entrepreneurs in India. The World Bank Enterprise Survey, meanwhile, found that in 2014, the percentage of firms with female participation in ownership was 10.7 percent. While more recent data is not available, interview partners, as well as recent media reports, highlighted a steady rise in the number of startups founded by women. The low rates of women entrepreneurship are reflected in a dismal score in the Index of Women Entrepreneurs, where India is ranked 52nd out of the 57 surveyed countries. The fact that few women own companies is part of a larger phenomenon of weak engagement of women in business. This further relates to a low female labor force participation rate as well as women having fewer opportunities to become business leaders, professionals and technical workers. Indeed, despite high economic growth rates as well as an increase in the proportion of working-age women in the population, the participation in the work force has decreased from 35 percent in 2005 to just 26 percent in 2018. According to a World Bank Enterprise Survey, the percentage of women in leadership positions in 2014 was as low as nine percent.

It is hardly a surprise, therefore, that the World Economic Forum's Gender Gap Report finds India's gender gap to be particularly prevalent in the indicator group "economic participation and opportunity," where the country is ranked 142nd out of 149 countries. India's overall rank, which takes into account three further indicator groups, is 108th. Unequal education is an issue holding women back, and it is not a coincidence that states with relatively higher literacy rates also have more women entrepreneurs. The top five states with the highest percentage of women entrepreneurs are Tamil Nadu, Kerala, Andhra Pradesh, West Bengal, and Maharashtra.

To be sure, India is a highly diverse country, and so are the forms of entrepreneurship women engage in. The availability of microfinance has ameliorated women's empowerment and entrepreneurship and 98 percent of businesses owned by women are micro-enterprises, where approximately 90 percent of them operate in the informal sector. Interview partners observed that women entrepreneurs are often active in social areas and sectors such as health, clean energy and zero waste, education, women's hygiene, fashion, cosmetics, food and nutrition, garments and textiles, and services (such as management and human resources).

Causes of low female entrepreneurship rates

Regardless of gender, starting a business is a difficult prospect. Key challenges for startups in India include generating funding, limited understanding of customers, penetrating the market, hiring qualified employees, and the complex regulatory environment. For women entrepreneurs, however, there are additional barriers which are part of a broader and more pronounced gender gap in the male-dominated Indian society.

Unconscious gender bias

Some female founders who were interviewed by this author, who were at early stages of their careers, said that they had not experienced discrimination based on gender. While they struggled with various entrepreneurial challenges, they do not think it had to do with their gender. They saw themselves as hardworking and had faith that the best ideas will prevail, and the brightest and most passionate entrepreneurs succeed. Conversely, senior women entrepreneurs with much more experience were rather disillusioned and described being a woman founder as difficult. While it is possible that the younger entrepreneurs had not (yet) experienced unequal treatment based on their gender, the discrepancy of perceptions could also indicate a lack of awareness of subtle bias, which is often worse than blatant discrimination. Unconscious gender bias is defined as "unintentional and automatic mental associations based on gender, stemming from traditions, norms, values, culture and/or experience," and has been found to be a key factor impeding the progress of women entrepreneurs. Automatic associations enable quick assessment of an individual and often feed into decision-making that is unfavourable towards women. Individuals, regardless of gender, hold unconscious biases.

Here are 8 stats you need to know about women entrepreneurs in India:

1. Of the 58.5 million entrepreneurs in India, nearly 14% are women.
2. Indian women-owned businesses provide employment for 13.45 million people.

3. About 1/3 of Indian women entrepreneurs work in the agriculture sector, followed by manufacturing and retail trade.
4. In 2017, only 2% of startup funding went to a woman founder.
5. The top 10 fund raises of 2017 added up to \$8.5 billion. The top 10 fund raises by a female-led startup accounted for only \$136 million.
6. A 2015 study by McKinsey Global Institute shows India's GDP could rise by between 16-60% by 2025 if women participated equally with men in the economy. Projections show that this could mean a whopping \$2.9 trillion added to the economy.
7. 30% of India's tech workforce is female. Although, 51% of entry-level jobs in India's IT and BPM industries are women, indicating that women are leaving at junior and mid-levels.
8. Radhika Aggarwal of e-commerce marketplace Shop Clues made history as India's first female co-founder of a billion-dollar company.

The projects set up by women entrepreneurs are about 30% of total projects set up under PMEGP. Under the scheme, women entrepreneurs are covered under Special Category and are entitled to 25% and 35% subsidies for the project set up in urban and rural areas respectively.

The key challenges for women entrepreneurs in India include access to funding, availability of market, family constraints, lack of confidence in business skills, gender bias etc. In order to address the problems in development of women entrepreneurship, different Ministries/ Departments of Government of India have been implementing a number of schemes viz; Start-up India by the Ministry of Commerce and Industry and Prime Minister's Employment Generation Programme (PMEGP) including Udyam Sakhi Portal by Ministry of Micro, Small and Medium Enterprises (MSME) etc.

Start-up India aims to build a strong eco-system for nurturing innovation and Start-ups in the country under which 10% of the total corpus of Fund of Funds amounting to Rs 1000 crore, has been reserved for women led start-ups. MSME has launched a portal namely "Udyam Sakhi" for encouraging women entrepreneurs and to aid, counsel, assist and protect their interests.

Udyam Sakhi network is a platform for emerging Women Entrepreneurs of India to get support, to understand current scenario of industries and to get guidance in various aspects of entrepreneurship. It helps Indian women to start, build and grow businesses and creating business models revolving around low-cost products and services to resolve social inequities. Similarly, Prime Minister's Employment Generation Programme (PMEGP), is a major credit-linked subsidy scheme to promote and set up micro, small and medium enterprises and to generate employment in rural and urban areas of the country. The maximum cost of the project under PMEGP scheme is Rs.25.00 lakhs for manufacturing sector units and Rs.10.00 lakhs for units under service sector. Under the scheme the women entrepreneurs are provided 25% and 35% subsidies for the project set up in urban and rural areas respectively. For women beneficiaries, own contribution is only 5% of the project cost while for general category it is 10%. All the entrepreneurs including women are

eligible for 2 weeks Entrepreneurship Development Programme (EDP) after the sanction of their projects from banks for financial assistance to setup their unit.

Further, to encourage women entrepreneurship within the Country, Ministry of Skill Development and Entrepreneurship is running a pilot project named 'Economic Empowerment of Women Entrepreneurs and Start-ups by Women' in collaboration with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) Germany. The project pilots incubation and acceleration programmes for micro women entrepreneurs to start new businesses and scale up existing enterprises in Assam, Rajasthan and Telangana. The project has the target to pilot the incubation programme with 250 women and the acceleration programme with 100 women.

Table 1 indicates that the year - wise women entrepreneurs in India under Prime Minister Employment Generation program in 2010-2011 there are 14685 women entrepreneurs, it is increased to 19104 women entrepreneurs in 2019-20.

Table 1
Year-wise Women Entrepreneurs in India under PMEGP

2010-11	14658
2011-12	14299
2012-13	13612
2013-14	13448
2014-15	13394
2015-16	17508
2016-17	18780
2017-18	18821
2018-19	18924
2019-20	19104

Source: Ministry of Micro, Small & Medium Enterprises 2020

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Women entrepreneurship has been recognized as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organisation and business problems.

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Women entrepreneurship has been recognized as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organisation and business problems. However, they still represent a minority of all entrepreneurs. Women entrepreneurs often face gender-based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms; limited mobility and access to information and networks, etc.

Women's entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment, thus contributing to the Millennium Development Goals (MDGs). Thus, governments across the world as well as various

developmental organizations are actively undertaking promotion of women entrepreneurs through various schemes, incentives and promotional measures.

Women entrepreneurs in the four southern states and Maharashtra account for over 50% of all women-led small-scale industrial units in India.

In India, the Micro, Small & Medium Enterprises development organisations, various State Small Industries Development Corporations, the Nationalised banks and even NGOs are conducting various programmes including Entrepreneurship Development Programmes (EDPs) to cater to the needs of potential women entrepreneurs, who may not have adequate educational background and skills. The Office of DC (MSME) has also opened a Women Cell to provide coordination and assistance to women entrepreneurs facing specific problems.

There are also several other schemes of the government at central and state level, which provide assistance for setting up training-cum-income generating activities for needy women to make them economically independent. Small Industries Development Bank of India (SIDBI) has also been implementing special schemes for women entrepreneurs.

In addition to the special schemes for women entrepreneurs, various government schemes for MSMEs also provide certain special incentives and concessions for women entrepreneurs. For instance, under Prime Minister's Rozgar Yojana (PMRY), preference is given to women beneficiaries. The government has also made several relaxations for women to facilitate the participation of women beneficiaries in this scheme. Similarly, under the MSE Cluster Development Programme by Ministry of MSME, the contribution from the Ministry of MSME varies between 30-80% of the total project in case of hard intervention, but in the case of clusters owned and managed by women entrepreneurs, contribution of the M/o MSME could be upto 90% of the project cost. Similarly, under the Credit Guarantee FUND Scheme for Micro and Small Enterprises, the guarantee cover is generally available upto 75% of the loans extended; however the extent of guarantee cover is 80% for MSEs operated and/ or owned by women.

Some of the special schemes for women entrepreneurs implemented by the government bodies and allied institutions are provided below.

Top Government Schemes for Women Entrepreneurs

Now is the time to say that there was a time of male mainstream in society. At first, the woman had to do the housework, and the idea of the business was a dream. Time has changed, there is no shortage of women who have grown up beyond many such forms of domination. For example, Indira Nooyi, Chanda Kochhar, Ekta Kapoor, Palguni Nair, Neeru Sharma, and so on. Even our current finance minister, Mrs. Nirmala Sitharaman, is also a witness to women empowerment.

1) Bharatiya Mahila Bank (BMB) business loan:

BMB Inaugurated on 19th November 2019 and was merged with State Bank of India on 1st April 2017. This loan is for women who wanted to start their own business. It offered women entrepreneurs business loans up to 20 Crores for manufacturing enterprises with an interest of 10.15% and more. It also

offers collateral-free loans up to 1 crore under Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) cover. The loans under this bank loan scheme are to be repaid in seven years.

2) Annapurna scheme:

This scheme is for financing women to establish a food Catering Unit for selling tiffin/food/lunch packs etc. It offers loans up to 50,000/- rupees. The amount granted as a loan under this scheme can be used for buying utensils, other kitchen tools, and equipment. The interest rate is depending upon the market rate and the concerned bank. A guarantor is required to secure the loan and it can be repaid in 3 years (36 monthly installments). Once the loan is approved, women don't have to pay EMI for the first month.

3) Stree shakti Package:

Women who have 50% share in the ownership of a firm or business and have taken part in the state agencies run Entrepreneurship Development Programmes (EDP) is eligible for this package. The scheme also offers a discounted rate of interest by 0.5% in case the amount of loan is more than 2 lakhs. For tiny sector units no security is required for loans up to Rs. 5 lakhs.

4) Orient mahila vikas yojana scheme:

This scheme is launched by Oriental Bank of Commerce. It ll provide capital for women for starting small businesses. Womens with 51% share in the business are eligible for the loan. Collateral is not needed if loans are between Rs.10 lakhs to Rs.25 lakhs for small-scale industries.Repayment is for 7 years period. And it offers concession of 2% on the rate of interest.

5) Dena shakti scheme:

This scheme is provided by Dena bank to those women entrepreneurs in the fields of Agriculture & allied activities, Retail Trade, Micro Credit, Education, Housing and retail & small business enterprises. There is a concession of 0.25 % on rate of interest. Scheme offers loans up to Rs 20.00 lakhs under retail trade, Rs 20 lakhs under education and housing and Rs 50,000/- under micro credit.

6) Udyogini scheme:

Women entrepreneur aged between 18 to 45, who are involved in agriculture, retail and similar small businesses are eligible for loans upto 1lack under this scheme. And her family annual income should be 45,000 or less to avail this loan.There is exception for widowed, destitute or disabled women. For widowed, destitute or disabled women from SC/ST categories, a subsidy of 30 percent of the loan, up to Rs 10,000, is provided and for women with general category a subsidy of 20% of the loan or Rs.7,500 whichever lower is provided. Panjab and sind bank and KSWDC are offering this loan.

7) Cent kalyani scheme:

This scheme is offered by the Central Bank of India. And is for women business owners in multiple areas such as SMEs or agricultural work or retail trading. Under this scheme loans up to Rs.1 crore are sanctioned. There is no need of collateral and guarantors. There are no processing fees and interest rate varies according to market rates.

8) Mahila udyam nidhi scheme:

This scheme is offered by Punjab National Bank and Small Industries Development Bank of India (SIDBI). This scheme provides financial assistance of up to Rs 10 lakh to set up a new small-scale venture. It also promotes upgrading and modernization of existing projects. And repayment period is 10 years. SIDBI also includes a moratorium period of maximum 5 years. The interest rate varies according to market rate.

9) Mudra yojana scheme for women:

This scheme offered by nationalised banks under the Pradhan Yojna. Which provides financial support to women entrepreneurs who want to start their own small businesses like day care, beauty salon, tuition, tailoring unit, etc. The loans between Rs.50,000 to Rs.50 lacks are sanctioned under this scheme. For loans below Rs.10 lack there is no need of collateral and guarantors. It has three plans

- 1) Shishu - Offers loan upto Rs.50,000 for new businesses with interest 1% per month and repayment period is 5 years.
- 2) Kishore - Offers loan from Rs.50,000 to 5 lacks for well established businesses. Interest depends on bank, scheme guidelines and applicants credit history. Repayment also depends on bank's discretion.
- 3) Tarun – Offers loan from Rs.5 lacks to 50 lacks for business expansion. Here also interest depends on bank, scheme guidelines and applicants credit history. Repayment also depends on bank's discretion.

10) TREAD (Trade Related Entrepreneurship Assistance and Development) scheme

This scheme aims to economic empowerment of women by providing credit (through NGOs), training, development and counseling extension activities related to trades, products, services etc. Government grant up to 30% of the total project cost as appraised by lending institutions which would finance the remaining 70% as loan assistance to applicant women.

Encouraging Women Entrepreneurship- Current Policies and Programmes Women entrepreneurs are critical to the economic growth of any country, which can be realized only by encouraging equality and enhancing opportunity for women in all walks of life. The inequalities and a huge gender gap persist in business in India, even though it has been well established through various research studies, worldwide, that female founded and cofounded enterprises perform better than those managed with all male(s). Women secure higher than the Men in key skills related to a business enterprise e.g. team work, problem solving and orientation. It was the realization of immense untapped women's potential that GOI has taken a large number of policy initiatives for mainstreaming women and to provide them a level playing field so that they could put their best in the country's economic growth. Women in India run around 8 million enterprises constituting about 14 per cent of the total entrepreneurs. The figure may not encouraging, when we see that women constitute 48.95% of the population but the situation is in a away promising as 35.5% of start ups have women as Directors and 58% of entrepreneurs started their business at the age of 20 to 30 years. As such, any success to increase the number of women led enterprises or for increase in their productivity has a direct bearing on the country's economy.

1. Realizing the above, the Ministry of Women and Child Welfare brought out the draft National Policy for Women (2016), which envisaged that all important micro level policies needed to be engendered and mainstreamed to address women's concern for being an equal partner in the country's development. The draft includes large number of policy statements, for raising the visibility of women in economy, which inter-alia includes entrepreneurship development, training and skill upgradation, support to women farmers in their livelihood etc. MWCD has been working to remove all impediments for women to become a successful entrepreneur and to create conducive environment for providing support in different areas, where they have been facing difficulties due to explicit reasons e.g. access to finance, access to latest skills and technology, access to market and business skills. A large number of programmes has been undertaken by different Ministries of GOI for encouraging entrepreneurship in the country wherein care has been taken to ensure adequate participation and share of Women, by way of special provisions and added incentives for them.
2. Start up India Programme was launched in February 2016 and over the period it had become the 3rd largest start-up ecosystem in the world ,providing handholding, funding support, incentives, industry – academic partnership to provide conducive environment for start ups in the Country. A corpus fund of 10,000 crores has been earmarked for the programme to build a strong ecosystem by nurturing innovation and start-ups. 10% of the corpus fund is reserved for women led start-ups. This would act as catalyst in creating an enabling environment for innovations start-ups to flourish, having a multiple effect on employment generation and social transformation leading to growth.
3. Prime Minister's Employment Generation Programme (PMEGP) Employment Generation Programme. the scheme being implemented by Khadi and Village Industries Commission as the nodal agency through KVIC Directorates, State Khadi and Village industries Board (KVIBs), District Industries Centres and Banks. It is credit linked subsidy scheme to promote and set up MSME'S and to generate employment in rural and urban areas. For setting up new enterprises, subsidy level in the Programme to special categories ,including women, is 25% and 35% in urban areas and rural areas, as compared to 15% and 25% in respective areas for General Category 5., Ministry of MSME launched Udyam Sakhi, a network for nurturing social entrepreneurship creating business models revolving around low-cost products and services to resolve social inequities. The portal, who have started or running their own businesses through its platform for entrepreneurship learning tools, incubation facility, training programs for fundraising, providing mentors, one-on-one investor meet, provide market survey facility and technical assistance.
4. Udhyaam Shakti Portal for Women Entrepreneurs:An initiative of Ministry of Micro, Small and Medium Enterprises, launched on the eve of International Women's day 2018, for nurturing social entrepreneurship creating business model, revolving around low cost products and services. It caters to the need of around 8 million Indian women and others to start, built and grow business and provide assistance for preparing business plan, incubation facility, training programs, providing mentor, market

survey facility etc. Project with maximum cost of Rs.25 lakhs are covered under the Scheme (Rs.10 lakhs cost is for service based projects). The portal has been incessantly involved in revolutionizing the role of women outside the four walls of their home.

5. Economic empowerment of Women Enterprises and Start-up by women in collaboration with a German Based Development Authority is an initiative of Ministry of Skill Development and Entrepreneurs and provide incubation and accelerating program for women micro entrepreneurs to start new business and scale up existing enterprises. At present, the project is in operation in the States of Assam, Rajasthan and Telangana.
6. Stand up India Scheme: As part of MSME Policy, the Program was launched in 5th April 2016 for facilitating credit to women entrepreneurs with an objective of providing loans ranging from Rs.1 lakhs to Rs.1 Crore to at least one woman entrepreneur by one Bank each. . In case of non-individual enterprise covered under the Scheme, 51 per cent of the share capital and controlling stake should be that of the women. The scheme focus on only SC/ST and women entrepreneurs.
7. Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE): Small Industries Development Bank of India (SIDBI) and Ministry of Micro, Small and Medium Enterprises launched the scheme to make available collateral-free credit to the micro and small enterprise sector. Both the existing and the new enterprises are eligible to be covered under the scheme. for which a Trust named Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) to implement the Credit Guarantee Fund Scheme for Micro and Small Enterprises has been established to provide credit facilities up to Rs 200 lakh per eligible borrower covered provided they are extended on the project viability without collateral security or third party guarantee. The extent of guarantee cover is 80% for Micro and Small Enterprises being operated and/or owned by Women; for credit facilities upto Rs 50 lakh. In case of default, Trust settles the claim up to 75% of the amount in default of the credit facility extended by the lending institution for credit facilities upto Rs 200 lakh.
8. Micro & Small Enterprises - Cluster Development Programme :The Ministry of Micro, Small and Medium Enterprises (MSME), Government of India (GOI) has adopted the Cluster Development approach as a key strategy for enhancing the productivity and competitiveness as well as capacity building of Micro and Small Enterprises (MSEs) and their collectives in the country. A cluster is a group of enterprises located within an identifiable and as far as practicable, contiguous area or a value chain that goes beyond a geographical area and producing same/similar products/complementary products/services, which can be linked together by common physical infrastructure facilities that help address their common challenges. The objective of the scheme is to support the sustainability and growth of MSEs by addressing common issues such as improvement of technology, skills & quality, market access, etc, capacity building through formation of self help groups, consortia, set up Common Facility Centres (for testing, training, raw material depot, effluent treatment, complementing production processes, et) Women Owned enterprises are given special consideration in all the programmes.

9. Mudra Yojana Scheme for Women: This scheme has been launched by the Govt. of India for individual women wanting to start small new enterprise and businesses like beauty parlours, tailoring units, tuition centers, etc as well as group of women wanting to start a venture together. The loan doesn't require any collateral security and can be availed for an amount upto 50,000 to 10 Lakhs.

10 Exhibition for Women under promotional package for Micro and Small Enterprises under marketing support: For encouraging women entrepreneurs' to take part in International Exhibitions certain provisions like free space in Exhibitions, economy class air fare for one women representative and shipping cost up to Rs 1500 is reimbursed.

Financing Schemes offered by Banks :A large number of banks have schemes to support entrepreneurship among women by providing certain concessions in the rate of interest, collateral security etc. Some of these schemes are listed below : i. Shri Shakti Package for Women Entrepreneurs : SBI run scheme offering concessions to women with majority ownership over 50% in a business provides interest concession 0.05% on loans exceeding Rs 2 lakhs with no security for loan upto Rs 5 lakhs. ii. Cent Kalyan Scheme : Central Bank of India scheme for new entrepreneurs and selfemployed women for macro/small enterprises. Loan upto Rs 1 crore without any collateral security. iii. Mahila Udyam Nidhi Scheme : Offered by Punjab National Bank and SIDBI to support women enterprises to set up new small scale ventures extending loan upto Rs 10 lakhs to be repaid in 10 years. Similar support to women enterprises is being offered and loan even upto Rs1 Crore ,without any collateral security to women entrepreneur.To name a few, Oriental Mahila Vikas Yojana Scheme by Oriental Bank of Commerce, Bhartiya Mahila Bank Business Loan, Dena Shakti Scheme by Dena Bank, Udyogini Scheme by Punjab and Sindh Bank etc.

11 Realising the importance of these programmes and in order to motivate and encourage more and more women and girls to convert themselves into entrepreneurs the National Commission for Women celebrated its 26th Annual day with a Panel Discussion on "Empowering Women through Entrepreneurship" at India Habitat Centre New Delhi on 31st January 2019. Huge gathering of young women, students from different Colleges and Universities with 5 eminent panellist evoked considerable interest and active participation of audience.

12 Similarly, NCW held a Consultation on "Assisting Women Led Enterprises "in collaboration with Ministry of Micro Small and Medium Enterprises on 11th March 2020 at India International Centre New Delhi .The Consultation was attended by Women Entrepreneurs, NGOs and Senior Officers of Govt of India and was intended to prepare a road map for reaching out to the clusters of women led MSMEs, with the objective of improving their skills in mathis, the Commission had also organised Regional Seminar on the subject at Shillong (Meghalaya) on 15th March, 2019 in collaboration with Meghalaya State Commission for Women, at Gangtok (Sikkim) on 26th March 2019 in collaboration with Sikkim State Commission for Women and at Tiruchirappalli Tamil Nadu on 2nd August, 2019 in collaboration with Tamil Nadu National Law University and at Jammu University, Jammu on 22nd Jan, 2020 .

Women plays prominent role for the development of economy. In India the situation is different certain superstitions, controls on women in kept in back. Women success is there in all areas like house wife, teacher, professor, lawyer, engineer, doctor, pilot, scientist, technocrats, economists, etc., in fact, women can manage the home efficiently, and why cannot she manage the business in an efficient manner. The success of women not in equal in all countries, based on social, cultural, demographical, geographical environments it is changing from one country to another country. Now, Women required certain unique motivational factors apart from economical support, government support. These unique motivational factors stand up women to get success as a women entrepreneur. This paper explains about, what kind of unique problems are faced by women as an entrepreneur, and how to overcome those problems, what solution makes them to be a successful women entrepreneur. What are future ambitions and what things making them to feel stress. This is a study which specifically related to a specific area.

Women entrepreneurship is essential for every nation. If we want to compete with well developed nations, both men and women should participate in all activities on equal basis. Men performance is good, as an entrepreneur, women also should grow well as an entrepreneur. Government should introduce such schemes which facilitates to progress women as an entrepreneur. Not only introducing schemes should introduce (or) implement systematically for the sake of development of women entrepreneurs. Certain social and cultural factors should support women to progress well as an entrepreneur. The Primary motivations to women to get success as an entrepreneur not only in the form of financial assistance and government schemes, there should be psychological support from family members and husband. Even though, government supporting in financial aspects, without having moral support from near and dears women may not get success as an entrepreneur.

Conclusion:

I conclude that the Women entrepreneurship has been recognized as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organisation and business problems. However, they still represent a minority of all entrepreneurs. Women entrepreneurship is essential for every nation. If we want to compete with well developed nations, both men and women should participate in all activities on equal basis. Men performance is good, as an entrepreneur, women also should grow well as an entrepreneur. Government should introduce such schemes which facilitates to progress women as an entrepreneur.

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