
A Study of Contribution of Organizations and Banking Sectors in Women Entrepreneurship Development in India

Dr. Priyanka Rai

Assistant Professor, HMS Department, MMMUT, Gorakhpur

ABSTRACT

Women Entrepreneurship contributes a very important role in the growth of any society. India is a big country with an estimated population of more than 1.25 billion of which nearly half are women. Women Entrepreneurship in India is relatively a recent phenomenon. Since 1975 the international year of women, various programmes and banking schemes are being focused in order to enhance the status of women in India. A multitude of institutions have been set up in the private as well as in public sector for the women entrepreneurship development. A number of departments of Central and state Governments in India have also rendering commendable services for promotion of women entrepreneurship among women. India has highlighted the need for entrepreneurship programmes for women to enable them to start small scale enterprises. It is in this context the present paper focuses on the role of various organisations in the development of women entrepreneurship in India.

KEY WORDS: Government Organisation, Entrepreneurship, banking sectors, schemes.

1. INTRODUCTION:

Women Entrepreneurship contributes a very important role in the growth of any society. A country's economic progress is found to be positively correlated with the rise in number and quality of its entrepreneurs. Entrepreneurship emerges from an individual's creative spirit. Entrepreneurial skills are essential for industrialisation and for alleviation of mass unemployment and poverty. The world's modern democratic economy depends on the participation of the both sexes (Vasanth Gopal & Santha:2008). Women entrepreneurs have contributed not only for economic development but also provided opportunity for employment especially for women job-seekers. However, it is to be taken into consideration that women entrepreneurs have to face a lot of hurdles and problems especially in fund generation.

“Women's economic contributions are not valued at all in this 21st century. In no society do women enjoy the same opportunities as men do. Women and men still continue to live in an unequal world”. This is the message of the Human Development Report 1995 published by the UNDP. This is true in every part of the world where women are not treated on par with men in many aspects. Women also have to shoulder the additional responsibility of child bearing and rearing. This consumes much of their productive time and effort. In the sphere of entrepreneurial development, women are constrained by a variety of socio-economic factors (Borkakoti & Barua 1998)”.

The Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, the Government of India

(GOI2006) has defined women entrepreneur as “an enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women.” However, this definition is subject to criticism mainly on the condition of employing more than 50 per cent women workers in the enterprises owned and run by the women.

In 1978, the State Bank of India began undertaking Entrepreneurship Development Programmes (EDPs). In 1979, entrepreneurship training programmes for self-employment were arranged for the women beneficiaries of the government’s TRYSEM programme (Lavanya 2010). The First National Conference of Women Entrepreneurs held at New Delhi in November 1981 called for priority to women in the allotment of land, sheds, sanction of power, industrial licensing etc. It also recommended the simplification of loan procedures, counselling services, Centralised marketing agency and special training programmes for women entrepreneurs. The second International Conference of Women Entrepreneurs organised by the National Alliance of Young Entrepreneurs (NAYE) was held at New Delhi in 1989, under the Aegis of the World Assembly of Small and Medium Enterprises (WASME).

2. REVIEW OF LITERATURE

K. Sundar, J. Gopu, Syfil Ali (2001) suggested that women have the potential and will to establish and manager enterprise of their own. What they need is encouragement and support from the Family members, Government, Society and Male counter part.

G. Chelladurai (2002) suggests that when proper education and environment are given the social taboo can be broken up and women force can be used as a good human resource potential for the entrepreneurial programme.

C. Natarajan and M. Kavitha (2003) suggested that the financial institution assisting women entrepreneurs shall provide necessary guidelines to the women entrepreneurs for getting financial assistance at the right time.

Arunthathi Chaltopadhya (2005) emphasized that economic empowerment is elevating the status of women in our society. One possible towards achieving this end could be through entrepreneurship development

Kamalakannan (2005) investigated the development of entrepreneurship. Development of entrepreneurship among has become an important aspect of the overall economic development. This article gives a detailed analysis of financial institutions commercial banks and NGOs engaged in financing and promoting entrepreneurship among women.

K. Lavanya Latha (2006) suggested that the hard work, self confidence, self determination, personality traits and availability of timely financial support were the important factors for success of women entrepreneurs

Dr.M.Rajiakodi (2007) in the research paper stated that, the introduction of the New Panchayat Raj is a great watershed in the annals of India’s Rural Development Planning. Panchayat Raj System is both a rural decentralized democratic institution as well as a mechanism to implement the development programmes in the villages. With this thrust a study was undertaken to examine the relationship between Panchayat Raj and Rural Employment Generation Programme.

3. OBJECTIVE AND METHODOLOGY OF STUDY

The main objective of the study is to know the role of Banks, Financial Institutions and Government in promoting women entrepreneurship in India. The study is mainly based on the secondary source in form of various research papers, websites and eBooks. The researchers have placed their own observations regarding the same.

4. ROLE OF INDIAN GOVERNMENT IN PROMOTING WOMEN ENTREPRENEURS

At present, the Government of India has adopted various schemes for women operated by different departments and ministries. Some of these are: Working Women,s Forum

- Indira Mahila Yojana
- Indira Mahila Kendra
- Mahila Samiti Yojana
- Mahila Vikas Nidhi
- Micro Credit Scheme
- Rashtriya Mahila Kosh
- SIDBI's Mahila Udyam Nidhi
- Integrated Rural Development Programme (IRDP)
- Khadi And Village Industries Commission (KVIC)
- Training of Rural Youth for SelfEmployment (TRYSEM)
- Prime Minister,s Rojgar Yojana (PMRY)
- Entrepreneurial Development programme (EDPs)
- Management Development progammes
- Women,s Development Corporations (WDCs)
- Marketing of Non-Farm Products of Rural Women (MAHIMA)
- Assistance to Rural Women in Non-Farm Development (ARWIND)schemes
- Trade Related Entrepreneurship Assistance and Development (TREAD)
- Mahila Vikas Nidhi Micro & SmallEnterprises Cluster Development Programmes (MSE-CDP).
- National Banks for Agriculture and Rural Development,s Schemes
- Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)
- SBI's Stree Shakti Scheme
- NGO's Credit Schemes
- Priyadarshini Project A programme for _Rural Women Empowerment and Livelihood in Mid Gangetic Plains,,
- NABARD KfW-SEWA Bank project
- Exhibitions for women, under promotional package for Micro & Small enterprises approved by CCEA under marketing support .

The efforts of government and its different agencies are ably supplemented by NGOs that are playing an equally important role in facilitating women empowerment and promoting women entrepreneurship. Despite concerted efforts of governments and NGOs there are certain gaps among the woman population. Of course we have come a long way in empowering women and hope the Indian Government brings up some more measures in motivating women entrepreneurs.

5. CONTRIBUTION OF GOVERNMENT AND SEMI-GOVERNMENT ORGANISATIONS TO THE WOMEN ENTREPRENEURSHIP DEVELOPMENT. THE MAJOR AGENCIES AND THEIR AREAS OF ASSISTANCE ARE LISTED BELOW:

5.1 NATIONAL STANDING COMMITTEE ON WOMEN ENTREPRENEURS:

NSCWE was constituted for Women and Child Welfare, to look into the problems of women entrepreneurs and evolve policies for the promotion of entrepreneurs and evolve common policies for the promotion of entrepreneurship among the women in the country.

5.2 SMALL INDUSTRIES DEVELOPMENT ORGANISATION (SIDO):

SIDO is an apex body and the nodal agency for formulating, coordinating and monitoring the policies and programmes for the promotion and development of small scale industries in the country. It maintains close relations with Central Ministries, Planning Commission, /State Governments, Financial Institutions, Voluntary Organisations and other agencies concerned with the development of small scale industries.

5.3 NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT [NIESBUD]:

The institute has been serving as a forum for interaction and exchange of views on EDPs (Government of India 1986). The NIESBUD has a special cell to meet the requirements of women entrepreneurs. enterprises undertaking expansion, modernisation, technology upgradation and diversification are also eligible.

5.4 NATIONAL INSTITUTE OF SMALL INDUSTRIES EXTENSION TRAINING, HYDERABAD (NISIET):

The institute is doing some studies on women entrepreneurs based on the EDP for them. The NISIET is at present engaged in training the personnel of the Central and State Governments, nationalised and other commercial banks, financial corporations, and associations of small industries, large industries, small industrialists and industrial consultants.

5.5 DISTRICT INDUSTRIES CENTRE (DIC):

The DICs provides Assistance to women entrepreneurs given under the District Rural Development Agency (DRDA), Self-Employment for Educated Unemployed Youth (SEEUY) and Mahila Grammodityog Schemes, are monitored by DIC (ibid 1996).

5.6 NATIONAL ALLIANCE OF YOUNG ENTREPRENEURS (NAYE):

NAYE is a national organisation of young entrepreneurs of the country. Apart from looking into the interests of young entrepreneurs, the organisation takes special care of the interests of women entrepreneurs. It seeks to create unity among female entrepreneurs and encourage them to participate actively in the country's industrialisation.

5.7 SMALL INDUSTRIES DEVELOPMENT BANK OF INDIA (SIDBI):

The SIDBI has launched two schemes for women entrepreneurs, viz, 1) Mahila Udyam Nidhi Scheme (MUN): This scheme is offered to women entrepreneurs for setting up new projects in tiny/ small scale sector and rehabilitation of viable sick SSI units. Existing tiny and small scale industrial units and service.

5.8 WOMEN ENTERPRISE DEVELOPMENT SCHEME (WEDS) OF NORTH EASTERN FINANCIAL INSTITUTION:

NEFI offers a special scheme exclusively for women entrepreneurs at liberal terms and conditions wherein financial assistance would be provided for any viable income generating activity to help the women for taking up business ventures.

6. BANKS ROLE IN WOMEN ENTREPRENEURSHIP DEVELOPMENT

Banks are one of the primary pillars of Indian economy and, therefore, are an ideal agent to play a key role in women empowerment and promoting women entrepreneurs as concerned.

A number of banks in India have come forward with various schemes for providing loan facilities to women entrepreneurs.

6.1 Bhartiya Mahila Bank (BMB);

BMB will provide financial services predominantly to women and women Self-Help Groups (SHGs) and aims to enhance participation of women in economic activity.

6.2 State Bank of Mysore

Stree Shakthi - Financial assistance provided to business enterprises in which woman holds majority (more than 50%) stake. Under this scheme, women entrepreneurs who had undergone the EDP programme are eligible to get the financial assistance from the bank.

MyBank Sanchari Suvidha- Finance to Hotels, Restaurants and Lodges: Loans are provided to the business entrepreneur/partner for construction of building, flooring, furnishing, tiling, wood work, air conditioner etc.,

Annapurna Scheme for Financing Women for Establishing Food Catering Unit- Financial Assistance offered to targeted catering business units, owned and managed by women for purchase of kitchen utensils, gas connection, etc.,

6.3 Punjab National Bank

PNB Mahila Udyam Nidhi Scheme: Offers financial support to micro and small scale sector and industries owned and managed by women.

PNB Mahila Samridhi Yojna : Finances infrastructural purchases for small business units like tailoring shops, boutiques, telecom agencies, beauty parlours, and Internet browsing centres

Scheme For Financing Creches: Finances equipment purchase for crèche development; aids in purchase of stationery, refrigerators and water filters, etc

PNB Kalyani Card Scheme: Offers working capital credit for agricultural activities/ misc farm/non- farm activities to both literate and illiterate women dwelling in rural / semiurban areas. Would include farmers, landless labourers, agricultural labourers, tenant farmers, share croppers, lessee farmers, etc

Mahila Sashaktikaran Abhiyan : Offers low-interest rate of 0.25% in Non-Priority Sector Advances and 0.50% in Priority Sector advances & fee waiver of 50% for women.

6.4 PUNJAB AND SIND BANK

P&S BANK UDYOGINI SCHEME : Offers loans to women entrepreneurs on liberal terms for direct agricultural activities, Tiny SSI industry units, business enterprises, retail traders, professional employment and self-employment training.

6.5 ORIENTAL BANK OF COMMERCE

SCHEME FOR PROFESSIONAL & SELF-EMPLOYED WOMEN:

Provides financial assistance and long term loans for purchase of fixed assets to women Scheme for Beauty Parlours / Boutiques / Saloons and Tailoring: Financial assistance is offered or small scale business units for the purchase of tools/equipment/furniture & fixture, shop etc. Oriented Mahila Vikas Yojana: Need-based loans are provided to women entrepreneurs

6.6 BANK OF BARODA

Akshaya Mahila Arthik Sahay Yojna: Provides financial assistance to women entrepreneurs working in retail trade and agricultural sectors.

6.7 DENA BANK

Dena Shakti Scheme for Women Entrepreneurs: Offers financing schemes to women entrepreneurs handling agricultural & allied businesses, small scale industries, retail trade, micro credit, education and housing.

6.8 SIDBI

Marketing Fund for Women: Offers financial assistance for marketing of products manufactured by women entrepreneurs in both domestic as well as international markets. Encourage women to do business global.

6.9 ANDHRA BANK

Mutual Credit Guarantee Scheme for Women: Offers credit facilities to women entrepreneurs up to Rs 1 Lakh without collateral security with exception of retail sector.

6.10 BHARTIYA MAHILA BANK

BMB Shringaar: Loan for setting up of Beauty Parlour /Saloon/Spa for women.

BMB Annapurna Loan : Loan for setting up of food catering business to women entrepreneurs

BMB Kitchen Modernization Loan: Financing facilities for housewives / working women for kitchen renovation and purchase of kitchen electronic items, kitchen furniture & utensils etc

BMB Parvarish : Loan for setting up of Child day care centre, for purchase of utensils, equipment etc

7. FINDINGS AND CONCLUSIONS

The report of ILO on women entrepreneurship identifies the following problems faced by women entrepreneurs.

- Lack of capital-traditional sources of finance like banks are reluctant to lend to women entrepreneurs especially if they do not have any male or family backing. This is especially true of lower income females. Women do not have adequate finance or legal knowledge to start an enterprise

- Lack of family support: Sometimes the family may make the women feel guilty of neglecting household duties in her pursuit of business obligations. Cultural traditions may hold back a woman from venturing into her own business.
- Lack of confidence and faith: lack of role models undermines the self confidence of women entrepreneurs. The activity of selling is considered abhorrent to the female gender.
- Lack of right public/ private institutions: Most public and private incentives are misused and do not reach the woman unless she is backed by a man. Also many trade associations like ministries, chambers of commerce do not cater to women expecting women's organizations to do the necessary thing.

The government must evolve appropriate policies to help women entrepreneurs. Networking facilities must be provided as well as adequate entrepreneurship awareness training should be provided using the help of local NGOs. Credit facilities must be made available and marketing help must be provided. All these will help foster a culture of entrepreneurship among women in India. Government of India has realised that economic development is not possible without active participation of women. Government of India has been trying for the development of women right from the first plan period. Various policies, programmes have been undertaken to foster women entrepreneurship in India. Entrepreneurship Development of India, Ahmadabad, National Institute of Entrepreneurship and small Business Development, New Delhi, Indian Council of Women Entrepreneurs, New Delhi, National Science and Technology Entrepreneurship Development Board, New Delhi, National Standing Committee on Women Entrepreneurs etc. are some of the leading organisations set up for the development of entrepreneurship in general and women entrepreneurship in particular. As we know that, women have to play a dual role, as a house wife and as an income earner. Although, educational, social and cultural changes occurred in a society, women have to perform dual role as a housewives or as bread winners. A large number of women have emerged as entrepreneurs in many areas such as engineering, electronics in metropolitan cities of the country. However the situation is much more different in the regional cities. Still the area of women entrepreneurship is confined largely to a particular class, community and culture. In spite of efforts taken by various organisations Indian women still have been fighting to succeed in many specialised areas of business/profession.

REFERENCES;

- i. Dhameja S K (2002) , Women Entrepreneurs : Opportunities, performance, problems, Deep publications (p) Ltd, New Delhi, p 11 376 Priyanka Sharma
- ii. Rajendran N (2003) , "Problems and prospects of women Entrepreneurs" SEDME, Vol. 30 no.4 Dec. □ [3] Rao Padala Shanmukha (2007) "Entrepreneurship Development among Women : A case study of self help Groups in Srikakulam District, Andhra Pradesh" The Icfai Journal of Entrepreneurship Development Vol.1V No. 1
- iii. Prasad, J., K. (1998).Development of Women Entrepreneurship in India-The Role of Different Institutions. C. Swarajyalakshmi. Development of Women Entrepreneurship in India. New Delhi. Discovery Publishing House, 120-127.

-
- iv. R. Vasanthagopal and Santha S.(2008).Women Entrepreneurship In India. New Delhi. New Century Publications, 75, 79.
 - v. Shinde, Manisha. (2002). A study on Emergence And Development of Women Entrepreneurship in Kolhapur District. Unpublished Ph.D. Thesis. Shivaji University, Kolhapur .284.
 - vi. Seth Mira. (2001).Women And Development: The Indian Experience. New Delhi. Sage Publications, 38.
 - vii. Rao Padala Shanmukha (2007) "Entrepreneurship Development among Women : A case study of self help Groups in Srikakulam District, Andhra Pradesh" The Icfai Journal of Entrepreneurship Development Vol.IV No. 1
 - viii. Shiralashetti A S and Hugar S S " Problem and Prospects of Women Entrepreneurs In North Borkakoti & Barua.(1998).Women Entrepreneurship in North East India : An Emerging Scenario. C. Swarajyalakshmi. Development of Women Entrepreneurship in India. New Delhi. Discovery Publishing House, 111.
 - ix. Assessing the Enabling Environment for Women in Growth Enterprises : An AfDB/ILO Integrated Framework Assessment Guide (2007). ILO: Geneva.
 - x. Chandra S. & Kajipet O. (1998) .Women Entrepreneurship in India: Retrospect and Prospects. C. Swarajyalakshmi. Development of Women Entrepreneurship in India. New Delhi. Discovery Publishing House, 11-21.

www.ijahms.com