

A Study on Awareness Among Women Entrepreneurs Towards Various Government Schemes in Panjab

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***ABSTRACT** – Human is the valuable asset on this earth. That is why he has been playing intriguing role in economic development of every country. His contribution is viably recognized at global level due to effective role as an entrepreneurship. Recently women entrepreneurs have been considered the main key factors in the development of every nation. Women are developing and progressing in the dynamic world. Women can turn things according to their aspirations when they wish to do it. That is why Indian Government has been introducing many schemes in order to keep up tempo and to speed up the growth of women entrepreneurship in India. These schemes provide lucrative offers to encourage them.*

Here the main objective of this current study is to know level of awareness among women entrepreneurs towards Government schemes in Punjab.

For this study, data has been gathered from Primary source through questionnaire from 1000 women entrepreneurs from four districts Jalandhar, Ludhiana, Mohali and Ropar in Punjab. The data has been raised on three point RATING LIKERT SCALE (Extremely aware=1, Moderate aware=2, Not at all aware=0).

Convenient sampling technique was employed to gather data from the respondents

In order to analyze data, KOLMOGROV SMIRNOV, SHAPIRO WILK, and Simple Percentage had been utilized.

Results showed that there is a lack of awareness among women entrepreneurs towards government schemes in Punjab.

Keywords: Entrepreneurs, Awareness, Government Schemes, Punjab Suggestions

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1. INTRODUCTION

The progress of any country can be reported in terms of economic development. It is the outcome of human activities which is done by entrepreneurship. Recently the role of women entrepreneurship cannot be ignored in every sphere of life. Women have the appreciable potential and determination to commence any enterprise systematically. Actually women have become an integral part of national economy by playing the role of women entrepreneurs. Thus women entrepreneurs are contributing to economic progress of India to maximum extent.

Thus for reaching at zenith point in business ventures, appropriate support from four corners of the world is indispensable. In this matter, assistance from society, family and government has crucial role in order to reach them at predetermined destination in this era of globalization.

2. CONCEPT OF WOMEN ENTREPRENEURS

Women entrepreneur is a woman who is ready to accept challenging role to meet her personal needs in order to become economically independent. Actually it is a public company (business) which is opened by the principal woman.

According to Government of India “An enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in enterprise to woman”

3. ERA OF GLOBALIZATION

We are living in era of globalization. Thus changes are all pervasive. With advent of various means of communication and media, women have become more aware about their rights and traits in modern world. The glass ceilings have been shattered and they were running various businesses from PAPPAD to POWER CABLES successfully. Their hidden entrepreneurial potential has been changing day by day. Skills,

knowledge, zeal, strong will power and adaptability in business are their ornaments. They have various roles like designers, interior decorators, exporters, publishers, painters, garment manufacturers at global level. In India their roles can be observed in academics, politics, administration and social work but the entrepreneurial world is still a person runner. Actually in India the period of 1980s and 1990s are known as era of globalization due to drastic changes in new policies of economic liberalization, privatization, and globalization. India is known at global level by its entrepreneurial potential. Last three decades, the role of women entrepreneurs is praise worthy by contributing to economic growth. It is obvious from the industrial performance of Asia Pacific Region propelled by Foreign Direct Investment, technological innovations and manufactured exports. In India though, women are trying to give their best efforts in the society but their entrepreneurial expertise has not been utilizing properly due to their lower status.

4. GROWTH OF WOMEN ENTREPRENEURS AND DIFFERENT GOVERNMENT SCHEMES IN INDIA

The increasing cost of living compelled Indian women to do economic activities in order to assist their families. Recently they are more risk takers as compare to men. There are numerous examples of entrepreneurs where women have showed their courage and strength. They are not desirous to live behind curtains. During 1980 government and non governments bodies have paid their attention to women entrepreneurs by formulating various policies and programs in order to assist them. Recently government of India have started some schemes as given under

- Baharatiya Mahila Bank Business Loan
- Dena Shakti Schemes
- Mudra Yojana Schemes
- Orient Mahila Vikas Yojana schemes
- Pradhan Mantri Rozgar Yojana
- Udyogini Scheme

- The Stand up India Scheme
- Cent Kalyani Scheme
- Women Entrepreneurship Platform
- Support to Training and Employment Program for Women
- Street Shakti Scheme
- Annapurna Scheme

The main objective of these schemes is to assist women entrepreneurs by providing proper guidance, subsidy and financial assistance in order to run effectively. The fruits of these schemes can be better reaped when there is proper awareness among beneficiaries.

5. BENEFITS OF GOVT. SCHEMES

- Easy availability of funds
- Lower costs of patents
- Lower rate of interest
- Simple and easy process
- Less documentation
- Availability of subsidy
- Easy buying of equipment and inventory

6. RATIONALE OF THE STUDY

There has been a tremendous change in the financial environment after 1990 because of globalization and liberalization in India. It has increased the scope of different financial markets and new risks in the economy. Consequently increasing level of costs was reported in economic activities. Then it was decided by women to commence women entrepreneur. After this various government schemes were started in order to assist women entrepreneur by providing loans at concessional rates, guiding them. Therefore, there is a need for an empirical study to study awareness among women entrepreneur about government schemes in Punjab. This study brings out certain relationship and findings which can help the government of India to use some specific means of communication in order to create more awareness among women entrepreneur in Punjab.

7. NEED OF THE STUDY

This study will bring level of awareness among women entrepreneur in Punjab. This study will provide up to date information for research scholars for doing further research about women entrepreneur in the future. This study will help government of India to formulate various strategies in order to create more awareness among women entrepreneur about various schemes in Punjab.

8. REVIEW OF LITERATURE

Uma and Arulmoorthy (2019)¹ Studied on entrepreneur awareness towards central government schemes. Data was collected from primary sources through structured questionnaires from 100 respondents. For analyzing data simple % was used and concluded that newspapers and advertisements must be used in order to create more awareness among beneficiaries.

R. Paulmoni, P.Geetha (2019)² studied on women entrepreneurship about government schemes by collecting data from two sources primary and secondary. Primary data was gathered from data from Kanyakumari district while secondary data from books and journals respectively. For collecting primary data interview method was used. Percentage and Garrette ranking were utilized in order to analyze data and concluded that some steps must be undertaken to create awareness among women beneficiaries.

Sathiyabama.P.Velumurgan (2019)³ studied on the awareness of Indian government schemes among the women entrepreneurs of Coimbatore district. For this study, primary data was gathered from 150 respondents and analyzed through simple percentage and Weighted Average Rank. It was concluded that there was lack of awareness among women entrepreneurs about government schemes in Coimbatore district. In order to solve this problem, government should use some means of social media like newspapers and advertisements and open some women entrepreneurship camps to guide women entrepreneurs about government schemes.

9. STATEMENT OF THE PROBLEM

Government of India has commenced many various schemes in order to assist women entrepreneurs in Punjab. But the success of these schemes can be reported by the level of utilization by women entrepreneurs. There are some specific government schemes which are only utilizing by women entrepreneurs due to lack of ignorance. Thus by considering the current scenario, the current study has made an effort to know awareness among women entrepreneurs regarding government schemes in Punjab.

10. RESEARCH GAP

Review of literature informs that there are few studies available in India. Mostly these are theoretical and peer reviewed. Actually there is paucity of researches on Punjab area regarding women awareness about government schemes. Thus this study will try to fill that gap by covering those variables which are not covered by the previous researchers.

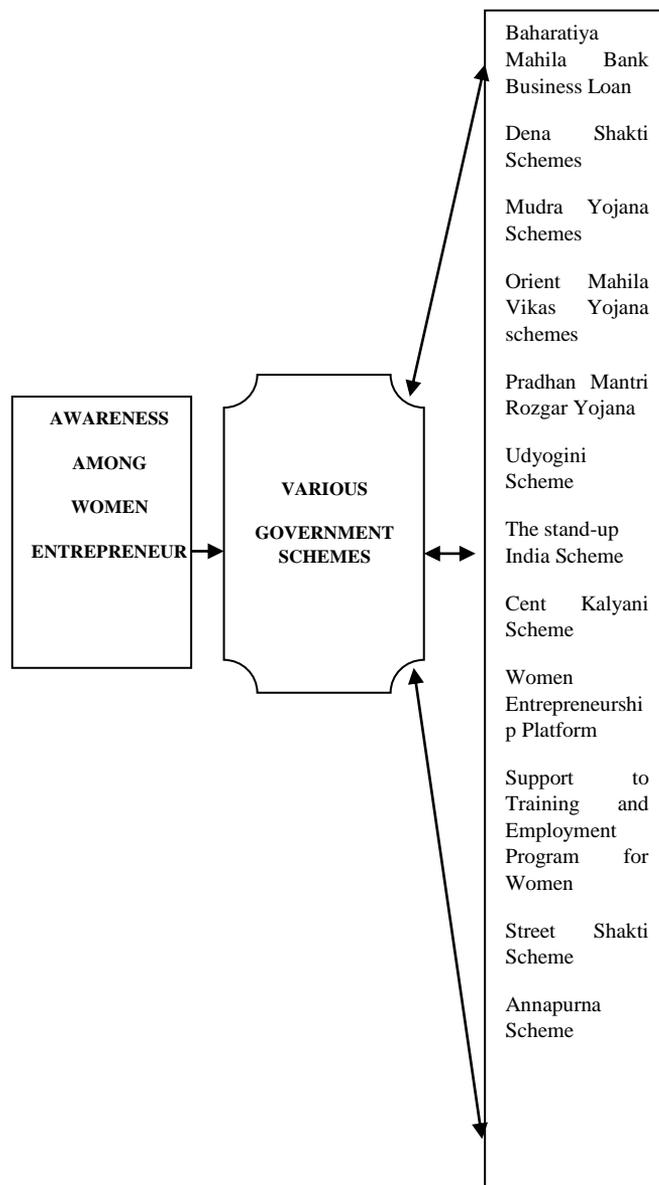
11. OBJECTIVES OF THE STUDY

After going through review of literature, some objectives have been identified. The overall objective of the study is to study awareness among women entrepreneur towards government schemes in Punjab. The Specific objectives of the study are;

- 1) To throw light on benefits of government schemes in Punjab.
- 2) To suggest some measures to create awareness among women entrepreneurs in Punjab.

12. CONCEPTUAL FRAMEWORK

Awareness among women entrepreneur through various sources of communication has been considered as the independent variable and various government schemes are taken as dependent variables



13. RESEARCH METHODOLOGY

DATA COLLECTION

The respondents of this study were women entrepreneurs who are doing business in various lines in Punjab. Actually these were selected in order to get better results.

SAMPLE SIZE DETERMINATION

Simple random sampling technique was utilized to collect data. Out of 1050 questionnaires, 1000 questionnaires were obtained and finally used for data analysis.

RESEARCH INSTRUMENT

Data was gathered by using administered questionnaires. The respondents were instructed to rate on three point LIKERT SCALE

- Extremely aware=1
- Moderate aware=2
- Not at all aware=0).

14. DATA ANALYSIS

KOLMOGOROV SMIRNOV test was utilized in order to test normality. It states that population is not normally distributed. That is why simple percentage was used.

15. FRAMEWORK OF ANALYSIS

TESTS OF NORMALITY

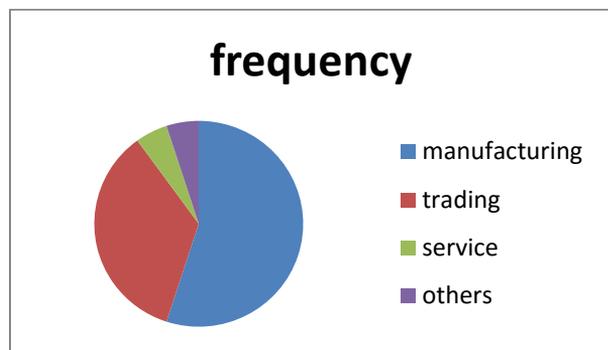
	KOLMOGORAV			SHAPIRO		
	SMIRNOV			WILK		
	STA TIS TIC S	DF	SIG	STA T ISTI CS	DF	SIG
BHARTIYA MAHILA BANK BUSINESS LOAN SCHEME						
DENA SHAKTI SCHEME	.536	500	.001	.300	500	.001
MUDRA YOJANA SCHEME	.350	500	.001	.376	500	.001
ORIENT YOJANA SCHEME	.347	500	.001	.198	500	.001
PRADHAN MANTRI ROZGAR YOJANA	.350	500	.001	.194	500	.001
UDYOGINI SCHEME	.358	500	.001	.252	500	.001
THE STAND UP INDIA SCHEME	.524	500	.001	.247	500	.001
CENT KALYANI SCHEME	.533	500	.001	.251	500	.001
SUPPORT TO TRAINING AND EMPLOYMENT PROGRAMME FOR WOMEN	.501	500	.001	.198	500	.001
STREET SHAKTI SCHEME	.337	500	.001	.197	500	.001
ANNAPURNA SCHEME	.349	500	.001	.234	500	.001

This table depicts p value of .001 which proves that data are not normally distributed. That is why non parametric test had been employed.

16. FINDINGS OF THE STUDY

VARIOUS WOMEN ENTREPRENEURS TAKEN BY RESPONDENTS

NATURE OF BUSINESSES	FREQUENCY	PERCENTAGE
Manufacturing	550	55
Trading	350	35
Service	50	5
Others	50	5



This table depicts that maximum women entrepreneurs are from manufacturing sector with 55% which is higher as compare to other businesses undertaken under study. Women entrepreneurs are similar in case of service sector and other sector under study

RESPONDENT's LEVEL OF AWARENESS TOWARDS GOVERNMENT SCHEME

Scheme	Not at all aware		Moderately aware		Extremely aware	
	Freq	Per	Freq	Per	Freq	Per
BHARTIYA MAHILA BANK BUSINESS LOAN SCHEME	260	26	210	21	530	53
DENA SHAKTI SCHEME	300	30	310	31	390	39
MUDRA YOJANA SCHEME	200	20	390	39	410	41
ORIENT YOJANA SCHEME	230	23	290	29	480	48
PRADHAN MANTRI ROZGAR YOJANA	270	27	240	24	490	49
UDYOGINI SCHEME	340	34	350	35	310	31
THE STAND UP INDIA SCHEME	210	21	310	31	480	48
CENT KALYANI SCHEME	350	35	410	41	240	24
WOMEN ENTERPRISHIP PLATFORM	410	41	320	32	270	27
SUPPORT TO TRAINING AND EMPLOYMENT PROGRAMME FOR WOMEN	490	49	350	35	460	46
STREET SHAKTI SCHEME	490	49	290	29	220	22
ANNAPURNA SCHEME	560	56	440	44	000	

This table depicts that majority of women entrepreneurs are aware about Bhartiya Mahila Bank Business Loan Scheme, Mudra Yojana Scheme, Orient Yojana Scheme, Pradhan Mantari Rozgar Yojana, The Stand Up India Scheme, Support to Training and Employment Programs for Women etc. Hence it is necessary for government to increase awareness among women entrepreneurs about other government schemes so they may take full advantages of these schemes in the future. For creating awareness, some effective means of communication like newspapers, advertisement, women entrepreneur camps must be initiated by Government of India. There should be a different women entrepreneurship cell in each district in order to provide clarity about each and every scheme to women entrepreneurs.

17. SUGGESTIONS

Government of India should take some effective steps in order to create more awareness among women entrepreneurs. Social media, public campaigns and educational institutions must also play some active role in this regard by guiding women entrepreneurs about various government schemes. Social clubs must also assist government in creating awareness among women entrepreneurs regarding government schemes.

18. CONCLUSION

This study reveals that women entrepreneurs are only aware about some government schemes like Bhartiya Mahila Bank Business Loan Scheme, Mudra Yojana Scheme, Orient Yojana Scheme, Pradhan Mantari Rozgar Yojana, The Stand Up India Scheme, Support to Training and Employment Programs for Women. It is obvious that only few women are availing benefits of these schemes. To solve this problem, Government of India, Social Clubs and educational institutions should take some steps to increase awareness among women entrepreneurs about government schemes in the future.

19. LIMITATIONS

This research is not free from limitations. It has some limitations as given under

- This study is based upon only on four districts of Punjab
- This study has gathered data from only 1000 respondents
- Time and cost constraints
- This study is based upon information furnished by respondents

20. SCOPE FOR FURTHER RESEARCH

Future research can be conducted on other districts of Punjab by covering more respondents regarding government schemes. A study may be also conducted on various problems faced by women entrepreneurs regarding government schemes and marketing their products.

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