

Impact of Schemes on Economic Status of Women Entrepreneur

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Abstract

The position women everywhere has experienced vast changes recently. The elimination of gender discrimination has led new avenues for women. Women now dominate the positions which were well thought out manly, surpassing them in some regions. The gender labels which were more widespread in the society spans ago are breaking slowly. But there is still a long way to go. This article deals with the economic status of women entrepreneur as a result of availment of entrepreneurial schemes offered by state, central government is analysed

Keywords: Entrepreneurial Scheme, Change, Economic Status

Introduction

The Government of India has defined Women Entrepreneurs as — an enterprise owned and controlled by 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.¹ Women constitute around half the total (48 per cent) Indian population but their participation in the economic activities is only 25 per cent. According to Forbes India, women comprise about 30 per cent of senior corporate management positions in India, which is notably higher than the global average (24 per cent). But when it comes to the gender gap in overall workforce, India is one of the worst countries in the world — 113th out of 135. India ranks 29th of 31 countries in the 2015² Global Women Entrepreneurs Leader report by ACG Inc. This disparity directly affects country's of economic growth. Women bring a different set of perspectives to problem solving that can enhance the quality of the solution. Women bring a unique set of issues and experiences that can help in decision making enhancing the quality of the decision.

Statement of the Problem

The arrival of more women in the workforce led to significant economic growth and productivity. The greater the number of women looking for work, the lower their participation as entrepreneurs. Very Few women have become entrepreneurs and contribute to innovation, job creation and economic growth. They have an inimitable predisposition to create and maintain long-term

relationships. They have excellent communication, organizational and networking skills than their male colleagues. Their traditionalist approach on money approach lessens the chances of failure of their organizations. If women are provided appropriate support economically, mentally, and physically, they can start new businesses that cater to a completely different market or importance than their male equals.

Review of Literature

Tambunan's (2009)³, study on recent developments of women entrepreneurs in Asian developing countries emphasizes that mostly women entrepreneurs in small and medium enterprises and tells that count of women entrepreneurs in this region is relatively low caused by factors like low level of education, lack of capital and cultural or religious constraints.

Cohoon, Wadhwa and Mitchell (2010)⁴, identifies top five financial and psychological factors motivating women to become entrepreneurs and are desire to build wealth, the wish to capitalize own business ideas they had, the appeal of startup culture, a long standing desire to have a company of their own and not working for someone. This study emphasizes the need for further investigation into the greater interest of women in protecting intellectual capital than their peers

Warangkana.T (2015)⁵, finds that the reason for the women entrepreneurs to start their business is purely due to pull factors, such as need for independence, want to be one's own boss, need for autonomy, and urge for self achievement.

Ilhaamie and Siti (2016)⁶, reveal that majority of Indonesian Muslim women step into micro entrepreneurship to support their soul mate and thus obtaining the latter's approval in so doing. Other factors that motivate them include strategic location, good market demand and advice, own and workers, skills, good products, good customer relation, prior training, available raw material and supportive government policies.

Monika (2016)⁷, examines the scope of women entrepreneurship in India and outlines Government initiatives towards women entrepreneurs which include Trade Related Entrepreneurship assistance and Development, Rashtriya Mahilan Kosh, Support to Training and Employment Programme for Women (STEP), Schemes like Mahila Vikas Nidhi (MVN) and Mahila Udyam Nidhi,

Objectives of the Study

- To present the profile of sample respondents and
- To analyse the impact of entrepreneurial schemes on the economic status of sample respondents

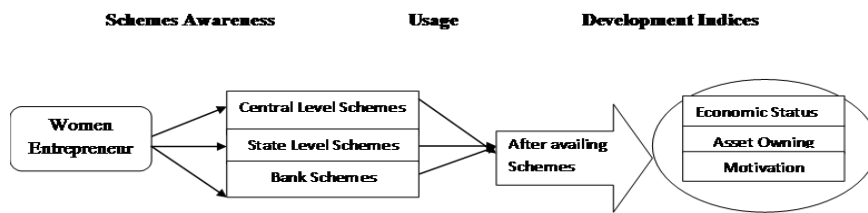
Scope of the Study

The present study aims to analyze the development of women entrepreneurs in the light of various schemes.

Methodology

This study depends on survey method and is based on descriptive analysis. The survey is conducted among the women entrepreneurs who registered their concerns under District Industrial Centre. Interview schedule is used to collect the opinion from women entrepreneurs' on their awareness level and the usage of various schemes available for them to promote entrepreneurship. The study uses both primary and secondary data. The primary data have been collected through interview schedule.

Research Model



Sampling Techniques

A simple disproportionate random sampling procedure was used for selecting the participants in this study. This technique ensures a fairly equal representation of the variables for the study.

Table 1: District Wise Distribution of Entrepreneurs-Sample Selection

S. No	Place	Total Number of Women Entrepreneurs	No. of Sample Selected	Percentage
1	Aruppukottai	146	54	37
2	Kariapatti	114	45	39
3	Rajapalayam	212	47	22
4	Sattur	243	42	17
5	Sivakasi	276	46	17
6	Srivilliputtur	184	53	29
7	Tiruchuli	207	45	22
8	Virudhunagar	225	68	30
Total		1607	400	

Source: Unpublished Records of District Industrial Centre, 2015-2016

Within each section, selection of women entrepreneur was made by simple disproportionate stratified random sampling technique was employed to select 400 women entrepreneurs in the District. The disproportionate sampling was based on the total number of women entrepreneurs in registered.

Test Adequacy of Sample

The Kaiser-Meyer-Olkin is the measure of sampling adequacy, which varies between 0 and 1. The values closer to 1 are better and the value of 0.6 is the suggested minimum. The Bartlett's Test of Sphericity is the test for null hypothesis that the correlation matrix has an identity matrix. Taking this into consideration, these tests provide the minimum standard to proceed for Factor Analysis.

Table 2: KMO and Bartlett's Test

	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.751
Bartlett's Test of Sphericity	Approx. Chi-Square	7261.913
	Df	300
	Sig.	.000

Normally, $0 < KMO < 1$

If $KMO > 0.5$, the sample is adequate.

Here, $KMO = 0.751$ which indicates that the sample is adequate.

Bartlett's Test of Sphericity

Taking a 95 % level of Significance, $\alpha = 0.05$

The p-value (Sig.) of $.000 < 0.05$.

The Kaiser- Meyer Olkin (KMO) and Bartlett's Test measure of sampling adequacy was used to examine the appropriateness of Factor Analysis. The approximate of Chi-square is 7261.913 with 300 degrees of freedom, which is significant at 0.05 Level of significance. The KMO statistic of 0.751 is also large (greater than 0.05). Hence Factor Analysis is considered as an appropriate technique for further analysis of the data.

Analysis on the Objective

The profile of the sample respondents are presented in Table 2

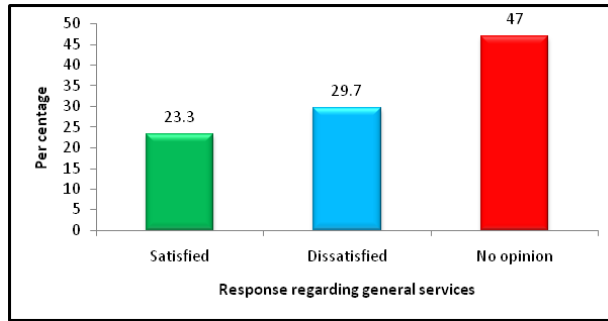
Table 3: Profile of Sample Respondents

S.No	Particulars	Classification	No of Respondents	Per centage
1	Age	Below 20 Years	63	16
		21-30 Years	142	35
		31-40	98	25
		Above 40	97	24
2	Education	Illiterate	36	9
		School Education	73	18
		Graduates	178	44
		Postgraduates	90	23
		Professional	23	6
3	Marital Status	Single	117	29
		Married	230	57
		Divorced	34	9
		Widowed	19	5
4	Religion	Hindu	268	67
		Muslim	39	10
		Christian	93	23
5	Annual Income of the Family	Below Rs.1,00,000	214	53
		Rs. 1,00,000 to Rs. 2,00,000	74	19
		Rs.2,00,000 to Rs. 3,00,000	69	17
		Above Rs. 4,00,000	43	11
Total			400	100

Response Regarding General Services

Services that are applicable to the entire firm and are not confined to any department or function. Such as payroll, personnel, insurance and security.

Figure 1: Percentage of Response Regarding General Services



It concludes that majority of the respondents are Modernization development mode followed in the study area.

Table 4: Difference in Mean State, Central Banking Scheme and Women Entrepreneurs' Opinion Between Different Economic Statuses Before Availing Entrepreneurial Scheme

	Less than 10,000 (n=47)	10,000 to 20,000 (n=92)	30,000 to 40,000 (n=188)	40,000 to 50,000 (n=69)	More than 50,000 (n=4)	F value	P value
	Mean±SD						
State Level Scheme	2.65±0.44	2.85±0.18	2.72±0.50	2.76±0.23	2.71±0.00	2.33	0.055*
Central Level Scheme	2.54±0.34	2.71±0.35	2.67±0.60	2.93±0.23	3.57±0.00	8.95	0.000**
Banking Scheme	3.02±0.21	2.94±0.31	2.90±0.39	2.81±0.31	3.00±0.00	2.83	0.025*
Women Entrepreneurs opinion about support agencies	2.89±0.28	2.82±0.24	2.90±0.23	3.03±0.15	3.04±0.00	8.10	0.000**

Table 4 reveals the difference in mean state, central banking scheme and women entrepreneurs' opinion between women entrepreneurs' opinion between different economic statuses before availing entrepreneurial scheme. Since p value is less than 0.05 for State level scheme hence there is significant difference in mean state level scheme between women entrepreneurs' opinion between different economic statuses before availing entrepreneurial scheme. In State level scheme, women entrepreneurs' opinion between different economic statuses before availing entrepreneurial scheme with 10,000 to 20,000 has higher mean 2.85 while, less than 10,000 has low mean 2.65.

Since p-value is less than 0.01 for central level scheme, hence there is significant difference in mean central level scheme between different women entrepreneurs' opinion between different economic statuses before availing entrepreneurial scheme. In central level scheme, women entrepreneurs' opinion between different economic statuses before availing entrepreneurial scheme with more than 50,000 has higher mean 3.57 while, less than 10,000 has low mean 2.54.

Since p-value is less than 0.05 for banking scheme, hence there is significant difference in mean banking scheme between women entrepreneurs' opinion between different economic statuses before availing entrepreneurial scheme. In Banking Scheme women entrepreneurs' opinion between different economic statuses before availing entrepreneurial scheme with less than 10,000 has high mean 3.02 while 40,000 to 50,000 has low mean 2.81.

Since p-value is less than 0.01 for women entrepreneurs' opinion about support agencies, hence there is significant difference in mean women entrepreneurs' opinion about support agencies between women entrepreneurs' opinion between different economic statuses before availing entrepreneurial scheme. In women entrepreneurs opinion about support agencies, women entrepreneurs' opinion between different economic statuses before availing entrepreneurial scheme with more than 50,000 has high mean 3.04 while, 10,000 to 20,000 has low mean 2.82.

Table 5: Difference in Mean State, Central Banking Scheme and Women Entrepreneurs' Opinion between Different Economic Statuses After Availing Entrepreneurial Scheme

	10,000 to 20,000 (n=38)	30,000 to 40,000 (n=67)	40,000 to 50,000 (n=153)	More than 50,000 (n=142)	F value	P value
	Mean±SD					
State Level Scheme	2.90±0.36	2.53±0.70	2.74±0.30	2.81±0.26	10.146	0.000**
Central Level Scheme	2.30±0.35	2.40±0.70	2.81±0.40	2.90±0.35	31.177	0.000**
Banking Scheme	3.09±0.30	2.81±0.32	3.00±0.37	2.82±0.24	13.458	0.000**
Women Entrepreneurs opinion about support agencies	2.90±0.32	2.92±0.17	2.85±0.24	2.97±0.22	6.443	0.000**

Table 5 reveals the difference in mean state, central banking scheme and women entrepreneurs' opinion between women entrepreneurs' opinion between different economic statuses before availing entrepreneurial scheme. Since p value is less than 0.01 for State level scheme hence there is significant difference in mean state level scheme between women entrepreneurs' opinion between different economic statuses after availing entrepreneurial scheme. In State level scheme, women entrepreneurs' opinion between different economic statuses after availing entrepreneurial scheme with 10,000 to 20,000 has higher mean 2.90 while, 30,000 to 40,000 has low mean 2.53.

Since p-value is less than 0.01 for central level scheme, hence there is significant difference in mean central level scheme between different women entrepreneurs' opinion between different economic statuses after availing entrepreneurial scheme. In central level scheme, women entrepreneurs' opinion between different economic statuses after availing entrepreneurial scheme with more than 50,000 has higher mean 2.90 while, 10,000 to 20,000 has low mean 2.30.

Since p-value is less than 0.01 for banking scheme, hence there is significant difference in mean banking scheme between women entrepreneurs' opinion between different economic statuses after availing entrepreneurial scheme. In Banking Scheme women entrepreneurs' opinion between different economic statuses after availing entrepreneurial scheme with 10,000 to 20,000 has high mean 3.02 while 30,000 to 40,000 has low mean 2.81.

Since p-value is less than 0.01 for women entrepreneurs' opinion about support agencies, hence there is significant difference in mean women entrepreneurs' opinion about support agencies between women entrepreneurs' opinion between different economic statuses after availing entrepreneurial scheme. In women entrepreneurs opinion about support agencies, women entrepreneurs' opinion between different economic statuses after availing entrepreneurial scheme with more than 50,000 has high mean 2.97 while, 40,000 to 50,000 has low mean 2.85.

Suggestions

The following suggestions are offered for the development of women entrepreneurs

- To reduce rate of interest to Women Entrepreneurs.
- Bank and other financial institutions and other financial services may liberalize formalities in providing loan to women entrepreneurs to save time.
- The government may train women entrepreneurs and arrange frequent training programmes on new production technique, sales techniques. The training may be made compulsory for women entrepreneurs.
- Adequate guidance and access to information

Conclusion

There are various schemes available for the growth and development of women entrepreneurs in India. Most of the women getting state level schemes like MahalirThittam, apart from central scheme and banking institution schemes. But they face problems in getting loan or other financial aspects from different institutions. It is observed that the high interest rate is the major problem faced by women entrepreneurs. The respondents are well aware of various schemes but it is essential to make them aware of the schemes which are suitable to them.

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