



Micro Enterprises Strengthens, Rural Women Skill Development and Economic Empowerment in Way of Business Trade

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ABSTRACT

A nation can only be developed if its women are given ample opportunities. This proposal will be focus on developing entrepreneurship among women will be the right approach for women empowerment. The Empowerment of rural women will be emerged as an important issue these days and is of paramount importance to the economists, political thinkers, social scientists and economic reformers. Women constitute 90% of total marginal workers of the country. Rural women who are engaged in agriculture form 78% of all women in regular work. Empowering women can enable this section of society to recognize their strengths, weaknesses, opportunities, and threats and move towards their goals according to their capacities. In this regard, and considering the importance of the category of empowerment in this research, an attempt has been made to review the existing scientific capacities by reviewing the literature and highly cited articles in this field This study will be uses a systematic review, the scientific achievements from the previous literature reviews.. Based on this, first, after identifying the keywords, the articles published in Science Direct, Scopus, Springer, Sage Journals, and Google Scholar databases were considered for searching. Keywords (empowerment), (rural women), (Entrepreneurship), and (education) was used to identify related studies. In order to evaluate the quality of the articles and the correctness of the results and analysis, in addition to evaluating the researchers, the method of checking colleagues and experts was used. The main focus of the this studies included different dimensions of women's empowerment (political, economic, social) about concepts such as capacity building, social participation, education, entrepreneurship, decision making, building self-confidence, and rural women entrepreneurship. Overall, the study of studies on women's empowerment in the will suggests that a wide range of different dimensions of empowerment and different approaches to empowerment will be considered by researchers. Combining entrepreneurial training programs in the form of promoting new ideas, while providing skills training for working in the economic sectors, raises the level of knowledge and awareness of rural women about a realistic knowledge of their capacities and abilities It is expected that a favorable environment will be provided for their social regeneration. Future research can focus on empowering rural women, designing an entrepreneurship education model, and implementing and operationalizing it.

Keywords: Rural Women Entrepreneurs, Business Trade, Economic Empowerment, Innovative Business Enterprises

Introduction

Women's empowerment is a new phrase in the vocabulary of gender literature. In general sense, it refers to empowering women to be self-dependent by providing them access to all the freedoms and opportunities, which they were denied in the past only because of their being women. Women



entrepreneurs play an important role in local economies, and a large percentage of micro-enterprises in developing countries are undertaken by women.

Empowerment of women has five components: Women's sense of self-worth. Their right to have access to opportunities and resources. Their right to have the power to control their own lives both within and outside the home. Their ability to have influence the direction of social change to create a more just social and economic order, nationally and internationally. In today's competitive world, there are various ways by which women gets themselves empowered. The entrepreneurship of women is considered to be an effective instrument to the economic development and empowerment of women. Micro-credit is promoting the small-scale business enterprise and its major aim is to alleviate poverty by income generating activities among rural women, for achieving self-sufficiency.

The Micro entrepreneurship also strengthens women and removes gender inequalities.

Scope of the study

The Micro Enterprise depends on number of factors from land holdings, subsidiary occupations, agro climate conditions, political and socio-personal characteristics and family member of the rural women. Get Empowerment through stat up innovative new Business Enterprises.

Assistance to Rural Women in Non-Farm Development (ARWIND) schemes Women are the backbone of society, and when they are empowered, everyone benefits.

Importance of the study

Now a day's various programmes conducted by the Ministry of Micro, Small and Medium Enterprises (MSME) is empowering female entrepreneurs by assisting them in igniting their creativity and creating their own identities. Under the Prime Minister's Employment Generation Programme (PMEGP) Scheme, women entrepreneurs have launched 1.38 lakh projects as of 23.01.2019. Approximately 30% of all PMEGP projects were started by women entrepreneurs. Women business owners are covered under the program's Special Category and are eligible for 25% and 35% in subsidies, respectively, for projects put up in urban and rural regions. Only 5% of the project cost goes toward the beneficiaries' personal contributions who are women during 2016-17 and 2017-18, under the Khadi Programme of KVIC, women entrepreneurs have set up 30437 projects for which margin money of 85,305 lakh Rupees have been disbursed. Not only MSME, the Government of India has taken various steps towards women empowerment and safety.

Conceptual background of the study

Entrepreneurship is a prime solution to the growing employment among rural youth. It helps to generate employment for a number of people within their own social system. This is more beneficial for women in rural areas as it enables them to add to the family income while taking care of their own home and livestock centered task. Rural women possess abundant resources to take up enterprises. Entrepreneurship development among rural women helps to enhance their personal capabilities and increase decision-making status in the family and society as a whole.

Statement of the problem

Entrepreneurship is an innovative and dynamic process, whereby, a new enterprise is created. Entrepreneur is a catalytic agent of change; this research study is mainly focus on Rural Women start new business enterprises in and generates employment opportunities for others. The women enterprise to use all government scheme and incentive system for proper manner. The emergence of entrepreneurs in a society depends to a great extent on the economic, social, religious, cultural and



psychological factor prevailing in the society. Entrepreneurship amongst women is a recent phenomenon. When an enterprise is established and controlled by a woman, it not only boosts economic growth, but also has many desirable outcomes. The Government provide proper awareness to rural women entrepreneurs about the Government scheme and incentives and loan facilities for start new business in rural area.

Sidhu and Kaur (2016) revealed that entrepreneurship is the only solution for the growing employment among rural youth. It helps to generate employment for number of people within their own social system. This is more beneficial for women in rural areas as it enables them to add to the family income while taking care of their farm, home and livestock centered tasks. Rural women possess abundant resources to take up an enterprise. Hence, she can effectively undertake both production and processing oriented enterprises. But to be a successful entrepreneur, women should process certain fundamental qualities beside the support of the family and government organizations.

Khanka (2000), a women entrepreneur is a confident, innovative and creative woman capable of achieving economic independence individually or in collaboration generates employment opportunities for others through initiating establishing and running an enterprise by keeping pace with her personal, family and social life. His contribution is to highlight how women successfully become entrepreneurs by managing their personal and professional life and how family support plays role in there empowerment.

Pattanaik (2013) reveals that own business are continuously striving for a better future for rural women as participants, decision-makers and beneficiaries in the domestic, economic, social and cultural spheres of life. But due to certain constraints like gender inequality, exploitation, women torture for which various SHGs are not organized properly and effectively. Members agree to save regularly and convert their savings into a common fund and to use this common fund for management and business activities governments, development banks and voluntary agencies, with focus on social and economic issues, mainly thrift and credit programmes. They are also taking up issues relating to rural industries and modernization of agriculture. (Suguna, 2006) Micro Enterprises provides an opportunity to improve their financial social and political status by their involvement as a team.

Kishor and Choudhary (2018) in his study emphasize on the role of women entrepreneurs, as they have been making a significant impact in all segments of the economy in India, However, it is potentially empowering and liberating only if it provides women an opportunity to improve their well-being and enhance their capabilities. On the other hand, if it is driven by distress and is low public support than it may only increase women drudgery. The small and medium enterprises led by women experiencing some major challenges and constraints.

Objectives of the Study:

- To Study the challenges faced by the women Entrepreneurs to start new enterprise in rural area.
- To know about the micro enterprises for rural women and its areas of development.
- To aware about the schemes for empowering women entrepreneurs.
- To suggest measures for uplifting the status of women entrepreneurs.
- To find out the socio and economic condition of the entrepreneurs under study. To identify the major problem areas of the entrepreneurs.
- To Analysis the various governments training programme about the various government scheme and incentive uses for effective application of their entrepreneurship skills.

Methodology of the Study



Research design: The nature of the study is both exploratory and descriptive. It is exploratory as the study aims at identifying the significance of women empowerment through entrepreneurship. Sources of data: The study is based on secondary data. Sampling technique in fifty villages 650 prospective entrepreneurs five from each village will be identify and these entrepreneurs will be select based on simple random sampling technique. The data is collected from books and literature review is done by online available studies and journals. The definition of SHG as approved by National Bank For Agriculture and Rural Development [NABARD] the apex banking body in India, is “An SHG is a small, economically homogeneous and affinity group of rural poor voluntarily formed to save and mutually agree to contribute common fund to be lent to its members as per group decision for their socio-economic development”. As the name indicates. The main aim of this study to make women get self-sufficient and self-reliant [independent] by self-employment and empowerment through group dynamics.

Factor analysis - It is carried out for reducing the dimensions of the variables One way ANOVA - One way ANOVA is used for comparing Rural women enterprises and empower thus enhance economic development factors.

Research Question

H0: There is no relationship between Women Entrepreneur lead to women Empowerment.

H1: There is a relationship between Women Entrepreneur lead to women Empowerment

H0: There is no relationship between various challenges faced by the women Entrepreneurs and their education level.

H1: There is a relationship between various challenges faced by the women Entrepreneurs and their education level.

H0: There is no Association between Government Training Programme and Women Entrepreneur enhances their skill development.

H1: There is a Association between Government Training Programme and Women Entrepreneur enhance their skill development.

Schemes that are Empowering Women Entrepreneurs in India

In India, to provide helping hand for women to stepping into the entrepreneurial world it comes to capital, there are various schemes and loans programmes entirely structured for businesswomen. Here's a list of 9 schemes meant for women entrepreneurs in India:

1) Stree Shakti Package: The Stree Shakti Package is a exclusive scheme run by the State Bank of India (SBI), which aims to funding entrepreneurship among women by providing them definite concessions like no security requirement for loans up to Rs 5 lakhs in case of small sector units or lowering of interest rate by 0.5 per cent in case the loan exceeds Rs 2 lakhs. In order to qualify for the scheme, an enterprise should have more than 50 per cent of its share capital owned by women.

2) Mahila Udyam Nidhi Scheme: Punjab National Bank started the scheme to meet gender gap in financing. It really helps women entrepreneurs in setting up of their new setups in tiny/small scale units. Under this scheme, the maximum amount granted is Rs 10 lakhs and the interest depends upon the market rates. These easy-going loans can be repaid over a period of 10 years.

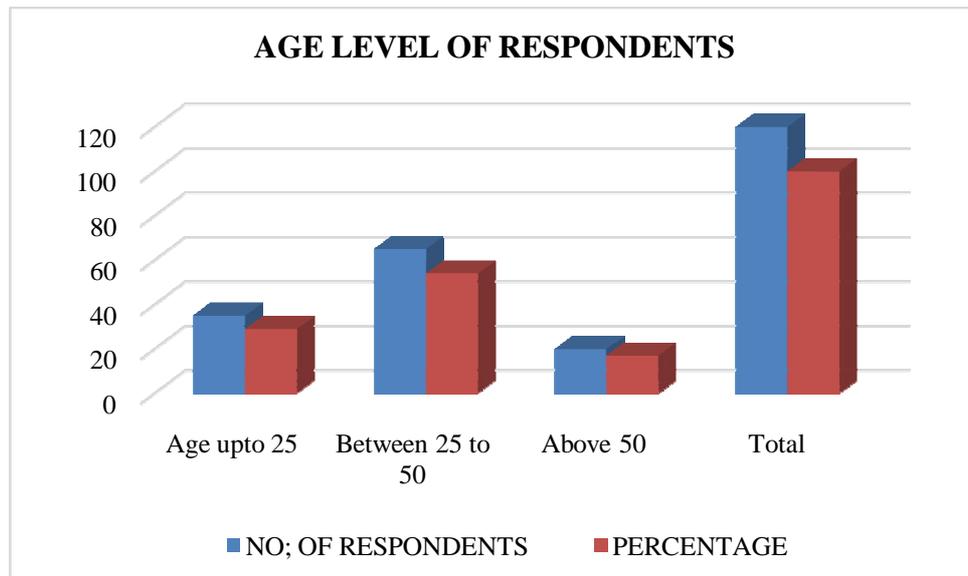
3) Udyogini Scheme: Sanctioned by the Government of Karnataka in the year 1997-98, the scheme assists women in gaining self employment, especially in the trade and service sector. Offered by Punjab and Sind Bank, the scheme empowers women by providing them loans. Under this scheme, the maximum unit cost is Rs. 1,00,000/-. Age limit for the beneficiary is 18- 45 years and family

income limit to avail this benefit is Rs. 40,000/- per annum for all women including those belonging to SC/ST. The scheme has really made a difference in preventing women entrepreneurs from private borrowing at higher rates of interest.

TABLE- 1 AGE- WISE RESPONDENTS CLASSIFICATION

Sl. No	Particulars	No; of respondents	Percentage
1	Age up to 25	35	29
2	Between 25 to 50	65	54
3	Above 50	20	17
	Total	120	100

The above table indicate Age Level between 25 to 50 Women Entrepreneurs to do the Business and get Empowerment in the Society.

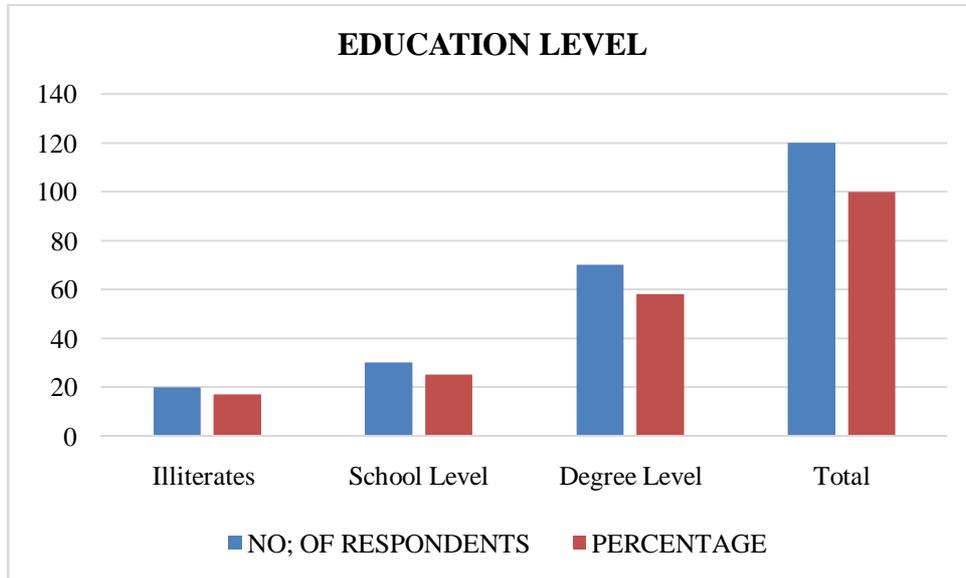


The above chart indicates Age Level between 25 to 50 Women Entrepreneurs to do the Business and get Empowerment in the Society.

TABLE- 2 EDUCATION QUALIFICATION – WISE RESPONDENTS CLASSIFICATION

S.NO	PARTICULARS	NO; OF RESPONDENTS	PERCENTAGE
1	Illiterates	20	17
2	School Level	30	25
3	Degree Level	70	58
	Total	120	100

The above table indicate Degree Level education completed women get more Economic Empowerment in the Current Scenarios.

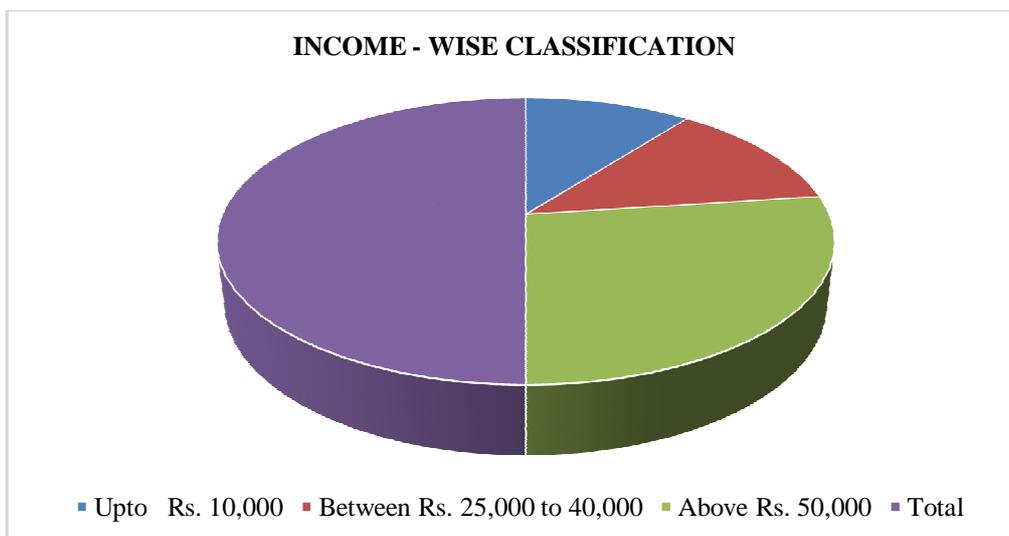


The above charts indicate Degree Level education completed women get more Economic Empowerment in the Current Scenarios.

TABLE- 3 INCOME – WISE RESPONDENTS CLASSIFICATION

S.NO	PARTICULARS	NO;OF RESPONDENTS	PERCENTAGE
1	UptoRs. 10,000	25	20
2	Between Rs. 25,000 to 40,000	30	25
3	Above Rs. 50,000	65	55
	Total	120	100

The above table indicate the above income Level Rs. 50,000 earning women entrepreneurs get more Economic Empowerment and Financially Satisfaction.



The above Chart indicates the above income Level Rs. 50,000 earning women entrepreneurs get more Economic Empowerment and Financially Satisfaction.



Challenges and Opportunities for Rural Entrepreneurs

The role of women entrepreneurs, as they have been making a significant impact in all segments of the economy in India, However, it is potentially empowering and liberating only if it provides women an opportunity to improve their well-being and enhance their capabilities. On the other hand, if it is driven by distress and is low public support than it may only increase women drudgery.

The small and medium enterprises led by women experiencing some major challenges and constraints. The rural areas, the results of the study indicate lack of supportive network, financial and marketing problems were the major problem areas for rural women entrepreneurs and major demotivator for other women to initiate entrepreneurial activity.

Microfinance has made great strides during the last decade, the SHG bank linkage programme has continued to make good progress in India but at a slower pace. It is found that poor quality of information about microfinance that is available to people renders their decision making and conservatives.

Findings of the Study

The WEP is a Government of India-backed initiative launched by the NITI Aayog in 2017 to promote a conducive ecosystem for women's entrepreneurship in India. WEP intended to do this by becoming a unified aggregator of relevant information and services. It would strengthen industry linkages and increase awareness of existing programs among WEs. It specifically provides access to programs for a) incubation and acceleration, b) entrepreneurship skilling and mentorship, c) marketing assistance, d) funding and financial assistance, e) compliance and tax assistance, and f) community and networking. Since WEP's launch in 2018, more than 26,500 women have registered and benefitted from the platform.

Suggestions

- There are various schemes and plans of government for the encouragement of women entrepreneurs but on ground level their execution is poor, there should be a strong monitoring of these policies at different levels of execution.
- Government should organize training programmes to develop skills, professional competencies, leadership, and information of marketing and financial at village level.
- Vocational training to be extended to women community that enables them to understand the production process and production management.
- Information should flow in right direction with the help of NGO's and government organizations to about policies, plans and strategies on the development of women in the field of industry, trade and commerce.
- Counseling through the aid of committed NGOS, Psychologists, managerial experts and technical personnel should be provided.
- Making provisions of marketing and sales assistance from Government part.
- Making provisions of micro credit system and enterprise credit system to the women entrepreneurs

Conclusion

Micro enterprises in rural area can help to empower women in rural areas. A micro enterprise is not only enhancing national productivity, generate employment but also helping to develop economic independence, personal and social capabilities among rural women.



Women entrepreneurs are contributing a lot in rural development and growth of economic but their potential is still untapped. Right efforts on from multi direction are required in the development of women entrepreneurs.

There are various schemes and plans of government for the encouragement of women entrepreneurs but on ground level their execution is poor, there should be a strong monitoring of these policies at different levels of execution. Government should organize training programmes to develop skills, professional competencies, leadership, and information of marketing and financial at village level. Shishu– Under this, the amount is limited to Rs.50,000/- and can be availed by those businesses that are in their initial stages. Kishor – The loan amount under this scheme ranges between Rs. 50,000 and Rs.5 lakhs and can be availed by those who have a well-established start-up. Tarun – The loan amount under this scheme is Rs. 10 lakhs and can be availed by those businesses that are well established but require more funds for expansion purposes.

Women generally hesitate in going through the procedural formalities in extending loans imposed by the banks. They face problems in preparing project reports and completion of other paper work. The banks should simplify the application forms for women entrepreneurs. The managerial staff in the banks should assist women applicants in understanding the formalities in simple manner. Government provides proper awareness about the various government scheme and incentive to rural women Entrepreneur.

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