

Schemes for the Development and Upgrade of Women Entrepreneurs: A Study

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Abstract:

Women are the pillars of society and when women are empowered, the whole world is empowered. Ministry of Micro, Small and Medium Enterprises (MSME) is empowering women entrepreneurs through its different schemes helping women spark their talent and build their own identity. The increasing presence of women as entrepreneurs has led to significant business and economic growth in the country. Women-owned business enterprises are playing a prominent role in society by generating employment opportunities in the country, bringing in demographic shifts and inspiring the next generation of women founders. With a vision to promote the sustainable development of women entrepreneurs for balanced growth in the country, Start-up India is committed towards strengthening women entrepreneurship in India through initiatives, schemes, creation of enabling networks and communities and activating partnerships among diverse stakeholders.

Key words: Women entrepreneurs, Micro Small and Medium Enterprises (MSME), Economic development schemes

INTRODUCTION:

Women empowerment refers to increasing and improving the social, economic, political, and legal strength of women to ensure equal rights for women. Women's empowerment helps women to control and benefit from resources, income, and their own time, as well as the ability to manage risk and improve their economic status and security. Many of the barriers to women's empowerment and equity are deep-rooted in cultural norms. Many women feel these pressures, while others have become familiar with being treated inferior to men. Empowering women to participate fully in economic life across all sectors is essential to build stronger economies, achieve internationally agreed goals for development and sustainability, and improve the quality of life for women, men, families, and communities. Now women's empowerment means exercising their power and their own actions. This means having control over your own material possessions, intellectual resources, and ideologies. The concepts of economy and women's empowerment in India depend on each other. To gain control over their own lives, women play an important role in the economic development of India; they have been participating in this for many decades as forced labourers and are paid very little. In almost all countries, women's contribution to the country's economic well-being is still overlooked in national income accounting. But now, in modern times, the way women exercise their empowerment in India has changed the scenario a lot from the previous one. They have initiated their self-help groups, worked in factories, had their own businesses, etc. The Micro, Small and Medium Enterprises (MSME) sector plays a pivotal role in economy of every country. It provides employment opportunities at a lower capital cost than large industries. MSME represents the economy of rural and backward classes and when these sectors are developed, a country's economy develops automatically with a higher Gross Domestic Product (GDP). Women play key role in the development of MSME, women entrepreneurs are mostly the owners of micro, small and medium enterprises. Hence the growth of MSME also indicates the success of women entrepreneurs. In order to encourage more and more women enterprises in the MSE sector, several schemes have been formulated by this Ministry and some more are in the process of being finalized, targeted only at the development of women enterprises in India.

SCHEMES:

1. Trade Related Entrepreneurship Assistance and Development Scheme For Women (TREAD)
2. Micro & Small Enterprises Cluster Development Programme (MSE-CDP)
3. Credit Guarantee Fund Scheme For Micro And Small Enterprises
4. Support For Entrepreneurial And Managerial Development
5. Exhibitions For Women Under Promotional Package For Micro & Small Enterprises Approved By (CCEA) Under Marketing Support

TRADE RELATED ENTREPRENEURSHIP ASSISTANCE AND DEVELOPMENT SCHEME FOR WOMEN (TREAD):

Women have been among the most disadvantaged and oppressed section of our country with regard to access to and control over resources. Problems faced by them continue to be grave particularly for illiterate & semi-literate women of rural and urban areas. In order to alleviate their problems, Govt. Of India launched a scheme entitled " Trade Related Entrepreneurship assistance and Development" (TREAD). The scheme envisaged economic empowerment of such women through trade related training, information and counselling extension activities related to trades, products, services etc. The Scheme provided for Market Development, financial loans through NGO's who were also provided grant for capacity building.

MICRO & SMALL ENTERPRISES CLUSTER DEVELOPMENT PROGRAMME (MSE - CDP):

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 ESSENTIAL CHARACTERISTICS OF ENTERPRISES IN A CLUSTER ARE:

- (a) Similarity or complementarity in the methods of production, quality control & testing, energy consumption, pollution control, etc.
- (b) Similar level of technology & marketing strategies/practices
- (c) Similar channels for communication among the members of the cluster
- (d) Common market & skill needs
- (e) Common challenges & opportunities that the cluster faces.

- **Common Facility Centers (CFCs):**

The Government of India grant will be restricted to 70 per cent of the cost of project from Rs. 5 crore to Rs. 10 crore and 60 per cent of the cost of project from Rs. 10 crore to Rs. 30 crore. In case of Aspirational Districts, NE, Hill States, Island territories, LWE affected districts and clusters with more than 50 per cent (i) micro village (ii) Women owned (iii) SC and ST owned units, Government of India grant will be 80 per cent of the cost of project from Rs. 5 crore to Rs. 10 crore and 70 per cent of the cost of project from Rs. 10 crore to Rs. 30 crore.

- **Infrastructure Development:**

The Government of India grant will be restricted to 60 per cent of the cost of project from Rs. 5 crore to Rs. 15 crore for setting up of new Industrial Estate Flatted Factory Complex and Government of India grant will be 50 per cent of the cost of project from Rs. 5 crore to Rs. 10 crore for up-gradation of existing Industrial Estate Flatted Factory Complex. In case of Aspirational Districts, NE, Hill States, Island territories, LWE affected districts and clusters with more than 50 per cent (i) micro village or (ii) women owned or (iii) SC and ST owned units, Government of India grant will be 70 per cent of the cost of project from Rs. 5 crore to Rs. 15 crore for setting up of new Industrial Estate Flatted Factory Complex and 60 per cent of the cost of project cost from Rs. 5 crore to Rs. 10 crore for up-gradation of existing Industrial Estate Flatted Factory Complex.

CREDIT GUARANTEE FUND SCHEME FOR MICRO AND SMALL ENTERPRISES:

The Credit Guarantee Fund Scheme for Micro and Small Enterprises (CGMSE) was launched by the Government of India 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. The Ministry of Micro Small and Medium Enterprises and Small Industries Development Bank of India (SIDBI) established 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. The scheme was formally launched on August 30 2000 and is operational with effect from 1st January 2000. The corpus of CGTMSE is being contributed by the Government and SIDBI in the ratio of 4:1 respectively and has contributed Rs.1906.55 crore to the corpus of the Trust up to March 31st 2010. As announced in the Package for MSEs the corpus is to be raised to Rs.2500 crore by the end of 11th Plan.

SUPPORT FOR ENTREPRENEURIAL AND MANAGERIAL DEVELOPMENT:

The main neutral of the scheme is to promote emerging technological and knowledge based innovative ventures that seek the nurturing of ideas from professionals beyond the traditional activities of Micro, Small & Medium Enterprises (MSMEs). Such entrepreneurial ideas have to be fostered and developed in a supportive environment before they become attractive for venture capital. Hence the need arises for incubation centres: to promote and support untapped creativity of individual innovators and to assist them to become technology based entrepreneurs. It also seeks to promote networking and forging of linkages with other constituents of the innovation chain for commercialization of their developments. This initiative is being taken up by the Ministry of MSME the nodal Ministry for the development of entrepreneurship and creation of self-employment and more employment avenues. MSME-DIs regularly organize a number of Skill Development Programme (ESDP) entrepreneurship Development Programme (EDP) Management Development Programmes (MDPs) to train the potential entrepreneurs in improving their managerial knowledge and skill with a view to facilitating them to start MSE's in various fields. Many of the programmes are tailor made for the target group for SC, ST, BC, Women, Minorities and other weaker sections and exclusively for women also. These programmes are also called "Out-reach Programmes" as they are conducted in rural and less developed areas. 22.5 per cent of total target of ESDP and EDP are conducted exclusively for SC, ST, women and physically challenged persons with a stipend of Rs. 500 per month per candidate under the Promotional Packages for MSE. No fees are charged from SC, ST, women and PH candidates. No fee is charged from SC and ST and 50 per cent fee from Women and PH candidates who attend the ESDP, EDP and MDP courses conducted for general candidates.

EXHIBITIONS FOR WOMEN UNDER PROMOTIONAL PACKAGE FOR MICRO & SMALL ENTERPRISES APPROVED BY CCEA UNDER MARKETING SUPPORT:

The capability of Indian MSME products to compete in international markets is reflected in its share of about 34 per cent in national exports. In case of items like readymade garments, leather goods, processed foods, engineering items, the performance has been commendable both in terms of value and their share within the MSME sector while in some cases like sports goods they account for 100 per cent share to the total exports of the sector. In view of this, export promotion from the small scale sector has been accorded high priority in India's export promotion strategy which includes simplification of procedures, incentives for higher production of exports, preferential treatments to MSMEs in the market development fund, simplification of duty drawback rules, etc. Products of MSME exporters are displayed in international exhibitions free of cost under SIDO Umbrella abroad.

CONCLUSION:

Women entrepreneurship refers to the process of identifying opportunities, managing resources, and creates opportunities and run a business venture led and operated by women. It involves women initiating, innovating and growing businesses as well as assuming the associated risks and rewards. Women entrepreneurship goes beyond mere business ownership and encompasses the unique experiences, challenges, and opportunities faced by women entrepreneurs in various socio-cultural contexts. The government also anchorages' the women entrepreneurs and implement the schemes the Ministry of Micro, Small and Medium Enterprises (MSME), for women empowerment. At present days women entrepreneurs

also creating the job opportunities and sustainable development, it involves breaking barriers, challenging gender norms, and contributing to the economic development and empowerment of women.

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