

A STUDY ON GOVERNMENT POLICIES FOR WOMEN-OWNED BUSINESSES IN SOUTH-EAST RAJASTHAN

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ABSTRACT

Over 65% of Mudra loan beneficiaries are women, reflecting their increasing participation in entrepreneurship. More than 3.5 crore (35 million) women entrepreneurs have availed of Mudra loans, charting their course towards self-reliance. iStart is among the largest startup programmes in India, available in every district of Rajasthan and open to startups from all states. Similarly other government schemes benefited to 1000 of women entrepreneurs in Rajasthan. Government has launched various schemes to train and provide the incubation environment to the women-owned businesses. Providing the financial support, skill development and knowledge about market linkages are key features of all the government schemes. Government knows it well that the women participation is must for the sustainable growing economic growth of India. Launching so many government schemes for women's shows their commitment and focus towards development of women entrepreneurship in the nation. Besides this several issues and problems faced by the women's in establishing and running their businesses and not taking the benefits of the government schemes. It offers benefits such as mentorship and funding, and has conducted 100+ events to support student entrepreneurs. The main purpose of this paper is to study the government policies for women owned business in South –East Rajasthan.

KEYWORDS: Women Entrepreneurs, MSME, South-East Rajasthan, Government Schemes.

Introduction

Women are growing in the field of entrepreneurship and developing the field in dynamic terms. Women can turn things their way when they wish to and it has been noted that they have been very consistent with progress. Women who wish to earn on their own and be businesswomen are encouraged in today's day and age because of the progress their gender has made in the field. For these women owners of MSMEs, there are certain women loan schemes being provided by the government and public institutions throughout the country that have lucrative offers to encourage these companies and make it easier for them to get loans. Women are increasingly thriving in entrepreneurship, with over 65% of Mudra loan beneficiaries being female and more than 35 million women utilizing these loans for self-reliance. Programs like iStart Rajasthan, which offers incubation and funding, and Mahila E-haat, an online sales platform, empower women entrepreneurs across the country by providing essential resources to market their products effectively. The Rajasthan Startup Policy and Stand Up India Scheme provide financial incentives and access to loans, while the Rajasthan Mahila Nidhi focuses on financial assistance specifically for women. Additionally, skill development initiatives equip women with the necessary business acumen and technical expertise to navigate challenges. Through the Women Entrepreneurship Platform, the government actively supports women in overcoming barriers to success and achieving their business goals, reinforcing the crucial role of women's participation in sustainable economic growth. These comprehensive initiatives reflect the government's commitment to fostering an inclusive entrepreneurial ecosystem that champions women's contributions to the economy.

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Research Methodology

Research Objective

- To study the various government policies and schemes for the women entrepreneurs in Rajasthan
- To find out awareness towards various government policies and schemes among women entrepreneurs in MSME in Rajasthan.

Data Collection

Data was collected through a close-ended questionnaire filled by 500 women entrepreneurs of South-East Rajasthan. The South-East Rajasthan consist of five major districts Kota, Bundi, Barah and Jhalawar

Data Analysis

Table 1: Heard of any of the Schemes below

Heard of any of the Schemes Below	Not Known	Known but not availed	Availed
Mudra Loan	11	77	41
PM-Make in India	7	44	23
Mahila Samiti Yojna	5	24	12
Start-up India Scheme	4	18	9
Bhamashah Yojna	1	6	3
i-Start Rajasthan	16	113	56
Annapurana Yojana	3	9	3
Mukyamanti Rojgar Yojna	4	7	4
Total	51	298	151

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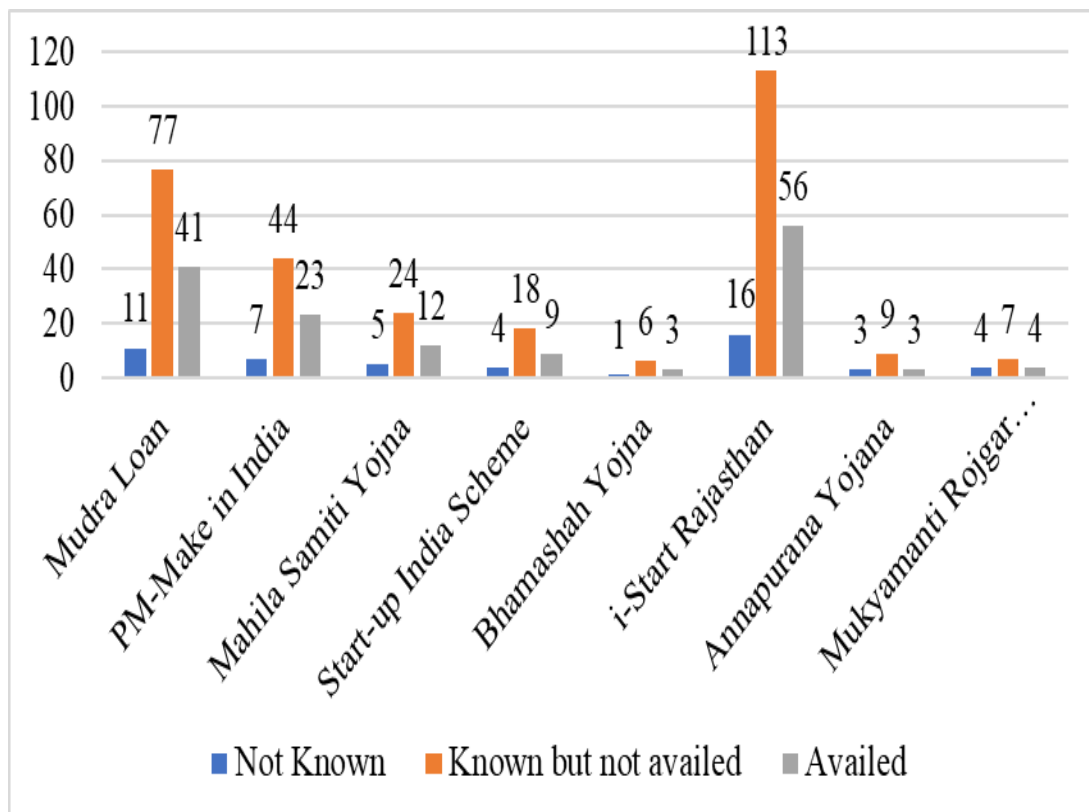


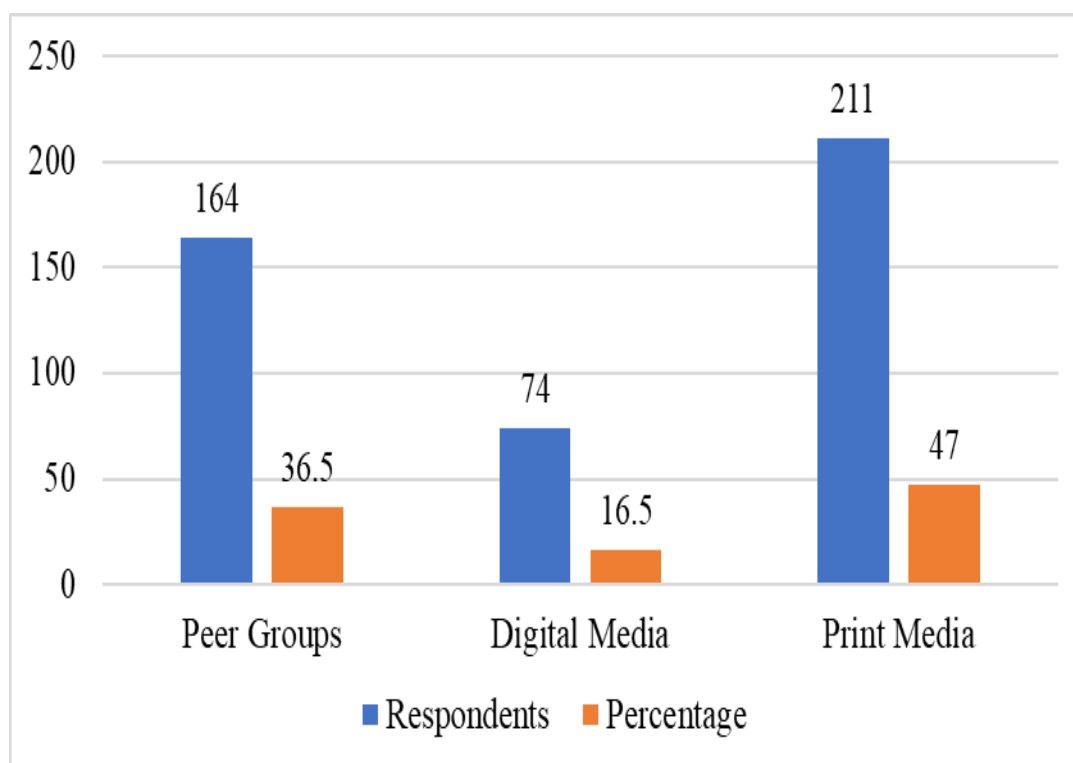
Figure 1: Heard of any of the Schemes Below

Interpretation

As shown in figure above, out of the total women entrepreneur surveyed, 10.2% do not know about the scheme, only 59.6% know about the schemes, only 30.2% availed the schemes. This shows that most of the women entrepreneurs know about the women entrepreneurship but they have not availed it.

Table 2: Source of Information about Government Schemes

Come to know	Respondents	Percentage
Peer Groups	164	36.5
Digital Media	74	16.5
Print Media	211	47
Total	449	100

**Figure 2: Source of Information about Government Schemes****Interpretation**

As shown in figure above, out of the total women entrepreneurs, 36.5% informed by Peer Groups, 16.5% by Digital Media and 47% by Print Media regarding their source of information about government scheme. This shows that most of the women entrepreneurs are informed by peer groups, their friends and relatives.

Table 3: Easy Accessibility

Easy Accessibility	Respondents	Percentage
Strongly Agree	98	21.8
Agree	71	15.8
Neutral	59	13.1
Disagree	132	29.4
Strongly Disagree	89	19.8
Total	449	100

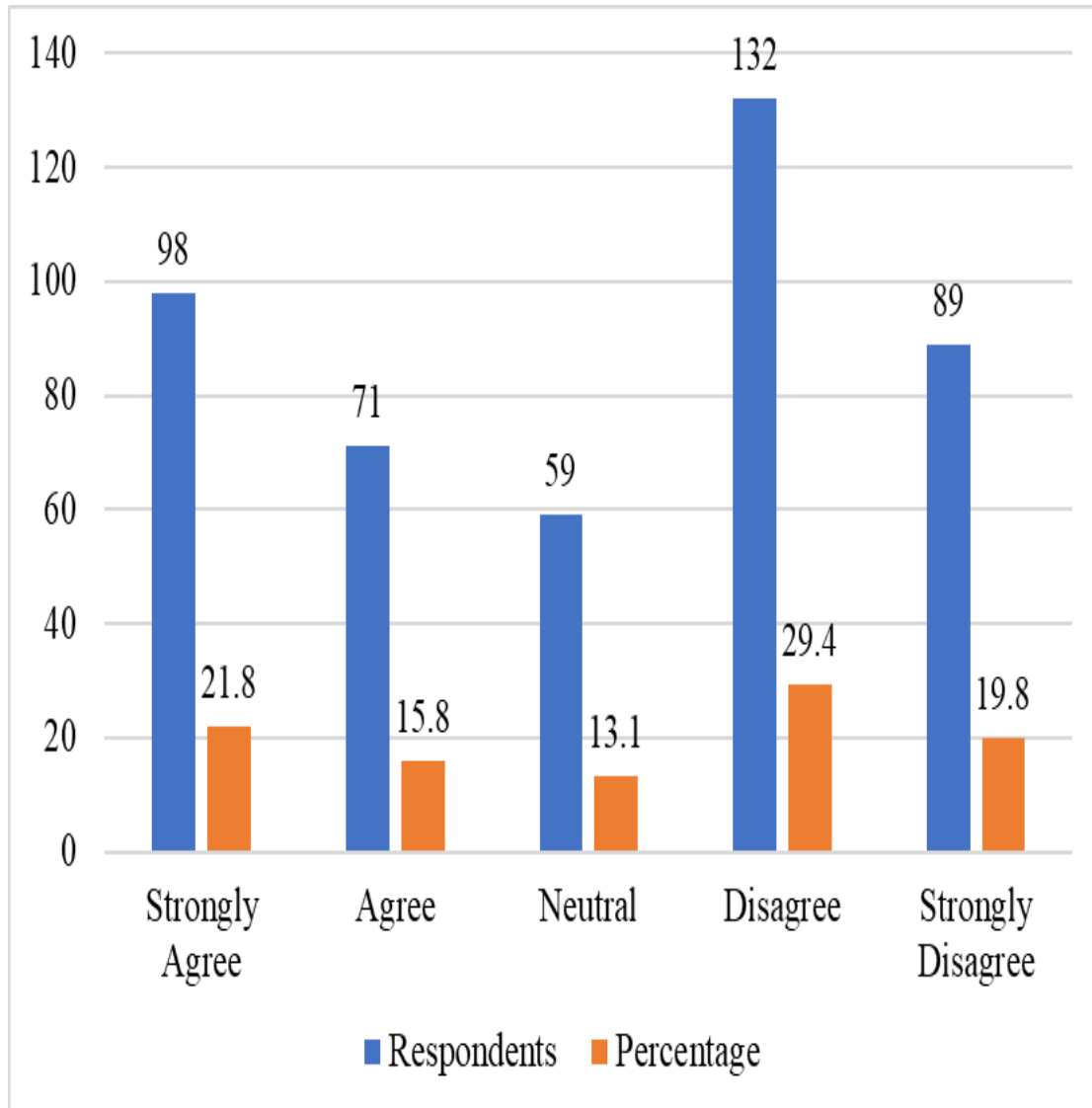


Figure 3: Easy Accessibility

Interpretation

As shown in figure above, out of the total women entrepreneurs, 21.8% strongly agreed, 15.8% agreed, 13.1% were neutral, 29.4% are disagreed and 19.8% strongly disagreed regarding easy accessibility of loan. This shows that most of the women entrepreneurs found that it is easy to accessible loans.

Table 4: Less Documentation

Less Documentation	Respondents	Percentage
Strongly Agree	71	15.8
Agree	101	22.5
Neutral	132	29.4
Disagree	86	19.2
Strongly Disagree	59	13.1
Total	449	100

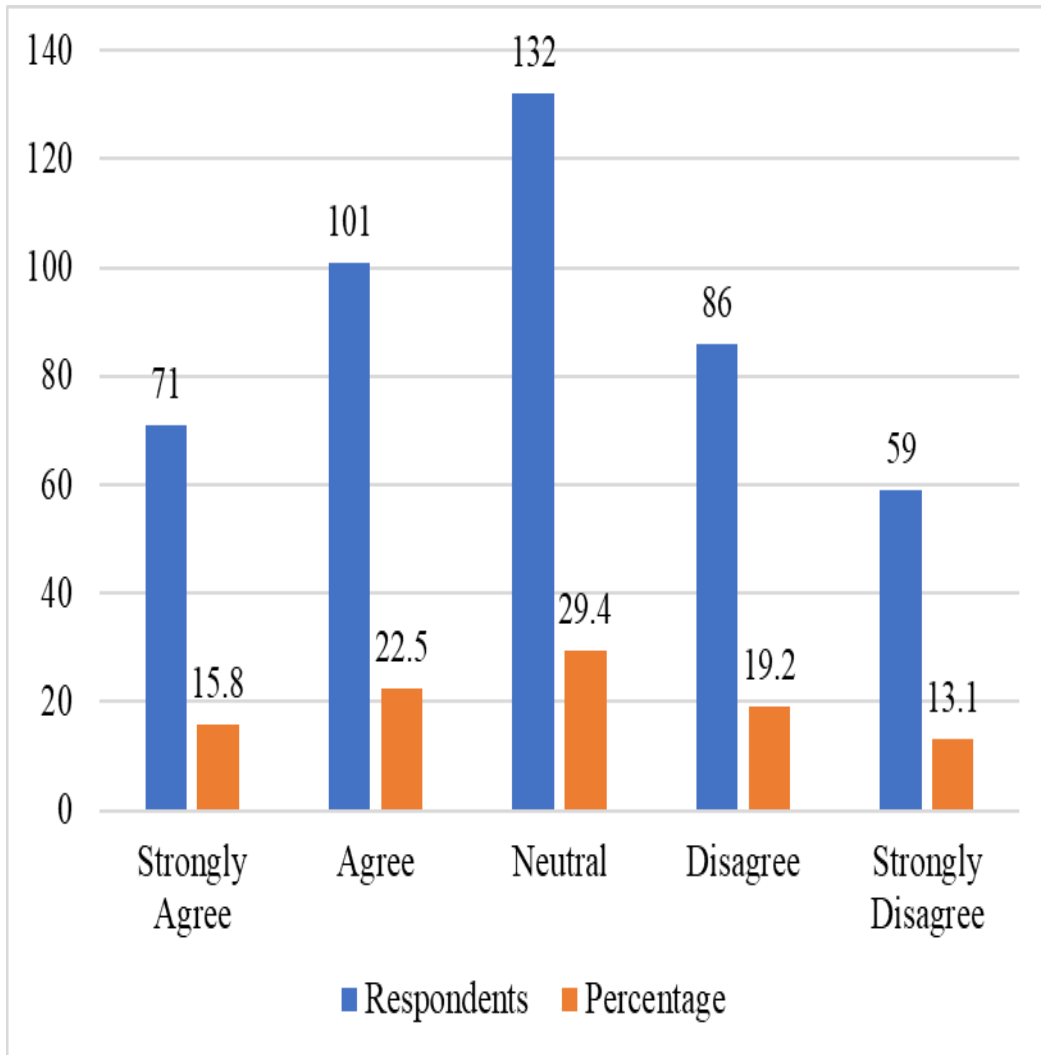


Figure 4: Less Documentation

Interpretation

As shown in figure above, out of the total women entrepreneurs, 15.4% are Strongly Agree, 22.6% are Agree, 29.8% are Neutral, 19% are Disagree and 13.2% are Strongly Disagree that Less Documentation. This shows that most of the women entrepreneurs found Less Documentation in the process of loans.

Table 5: Quick Disbursement

Quick Disbursement	Respondents	Percentage
Strongly Agree	132	29.4
Agree	59	13.1
Neutral	89	19.8
Disagree	71	15.8
Strongly Disagree	98	21.8
Total	449	100

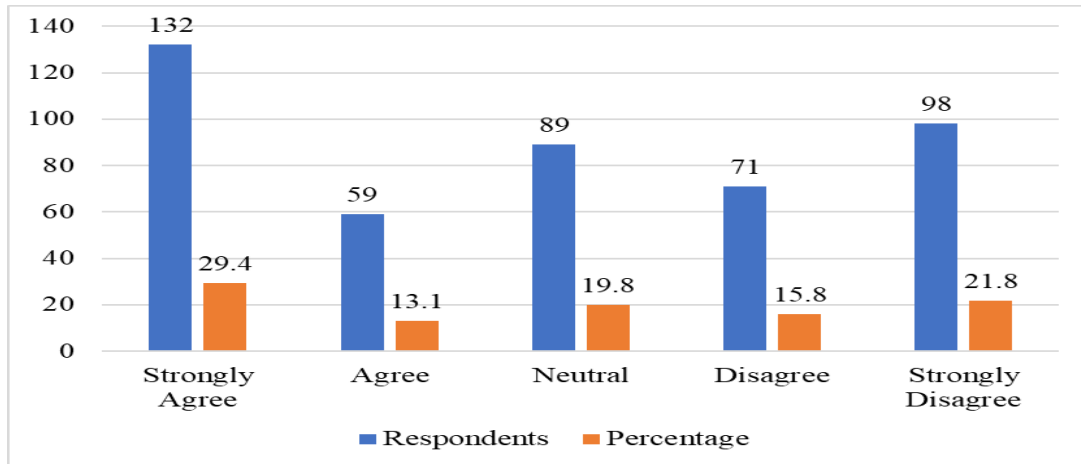


Figure 5: Quick Disbursement

Interpretation

As shown in figure above, out of the total women entrepreneurs, 29.4% are Strongly Agree, 13.1% are Agree, 19.8% are Neutral, 15.8% are Disagree and 21.8% are Strongly Disagree that Quick Disbursement. This shows that most of the women entrepreneurs found the Quick Disbursement.

Table No. 6: Low Rate of Interest

Low Rate of Interest	Respondents	Percentage
Strongly Agree	59	13.1
Agree	86	19.2
Neutral	71	15.8
Disagree	132	29.4
Strongly Disagree	101	22.5
Total	449	100

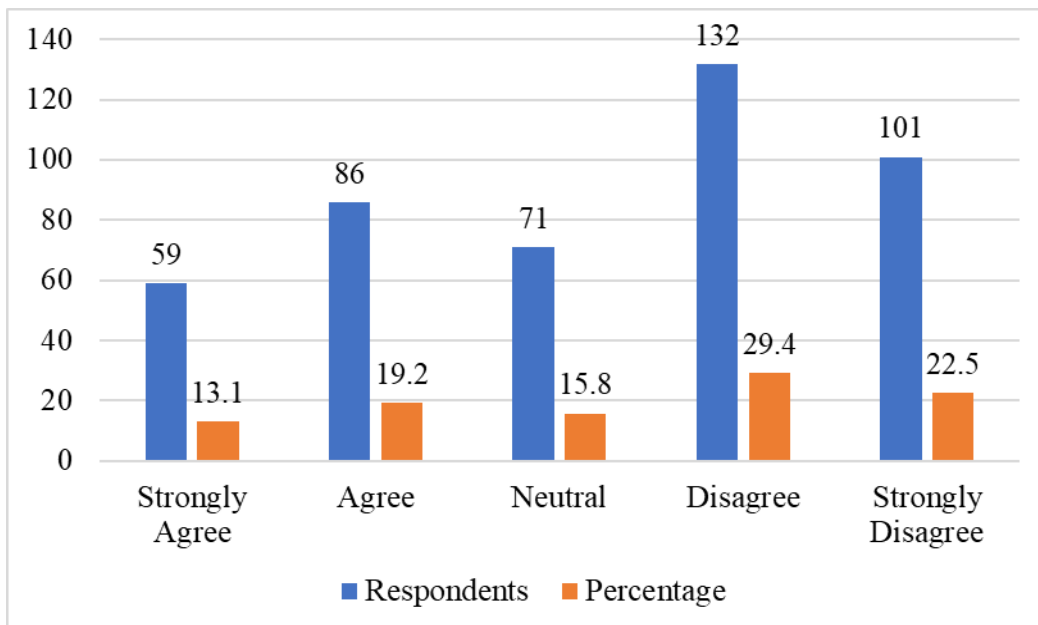


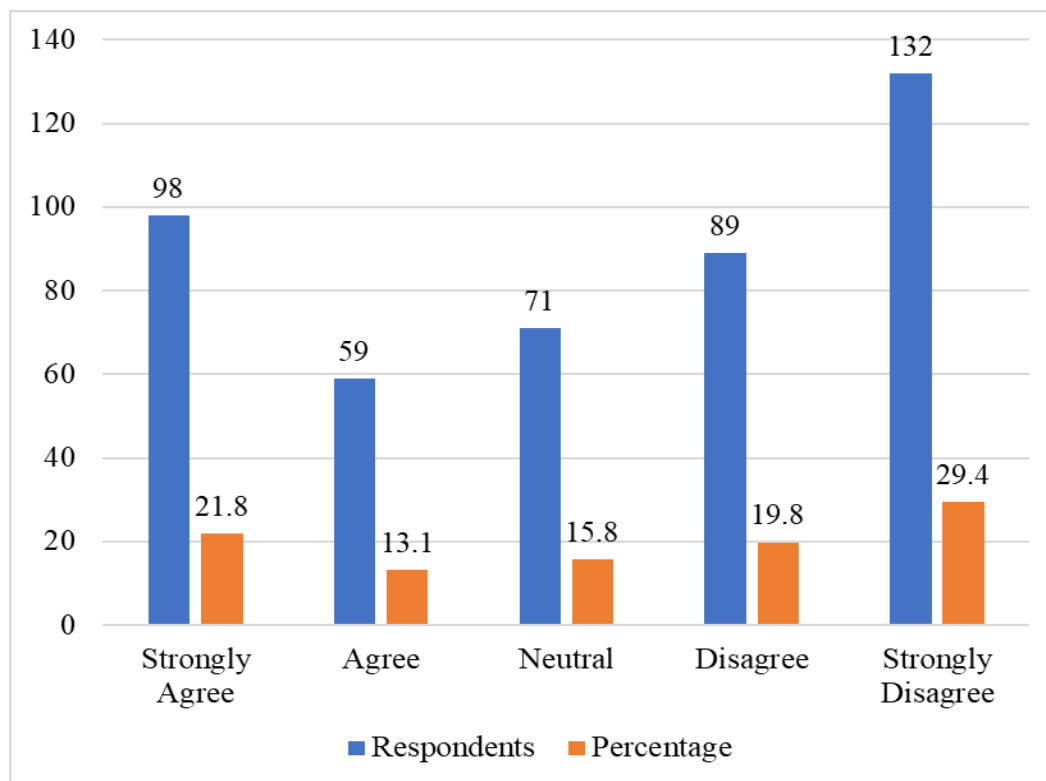
Figure 6: Low Rate of Interest

Interpretation

As shown in figure above, out of the total women entrepreneurs, 13.1% are Strongly Agree, 19.2% are Agree, 15.8% are Neutral, 29.4% are Disagree and 22.5% are Strongly Disagree about that there is low rate of interest charged in government schemes. This shows that most of the women entrepreneurs are agreed that the low rate of interest is charged under government schemes.

Table 7: Beneficial Scheme

Beneficial Scheme	Respondents	Percentage
Strongly Agree	98	21.8
Agree	59	13.1
Neutral	71	15.8
Disagree	89	19.8
Strongly Disagree	132	29.4
Total	449	100

**Figure 7: Beneficial Scheme****Interpretation**

As shown in figure above, out of the total women entrepreneurs, 21.8% are Strongly Agree, 13.1% are Agree, 15.8% are Neutral, 19.8% are Disagree and 29.4% Strongly Disagree about the beneficial scheme. This shows that most of the women entrepreneurs said that the schemes are beneficial.

Table 8: Loans and Benefits Provided were Collateral Free

Loans and Benefits Provided are Collateral Free	Respondents	Percentage
Yes	268	59.7
No	181	40.3
Total	449	100

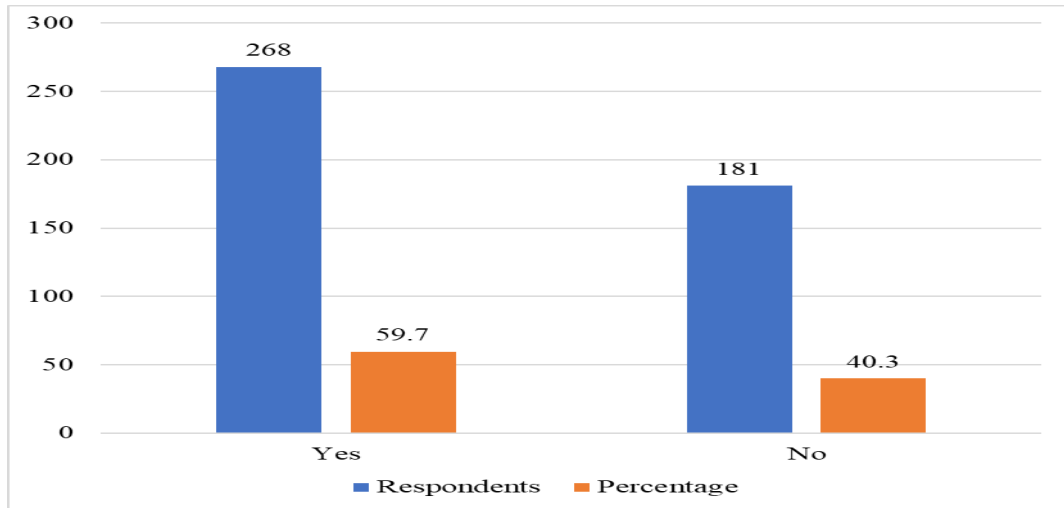


Figure 8: Loans and Benefits Provided are Collateral Free

Interpretation

As shown in figure above, about collateral free loans. Out of the total women entrepreneurs, 59.7% said yes and 40.3% said no. This shows that most of the women entrepreneurs do not get loan which is collateral free.

Table 9: Reason of not Taking the Benefits of Government Schemes

Reason, If not Aailed the Benefits	Respondents	Percentage
Not required	2	0.4
Documents Issue	131	29.2
Complex Procedure/ Paper formalities	158	35.2
Unavailability in your vicinity	59	13.1
Uncooperative/Poor Treatment by Bank Officials	97	21.6
High Interest Rates	2	0.4
Total	449	100

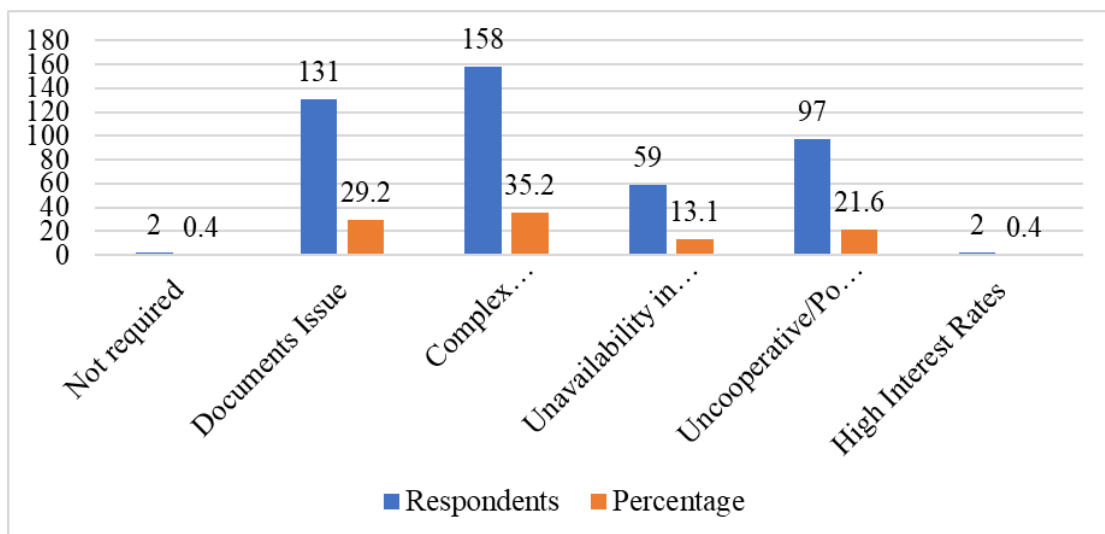


Figure 9: Reason of Not Taking the Benefits of Government Schemes

Interpretation

As shown in figure above, about reason for not taking loan. Out of the total respondents 0.4% said no requirement, 29.2% said documents issue, 35.2% said complex procedure/ paper formalities, 13.1% said unavailability in their vicinity, 21.6% said uncooperative/ poor treatment by bank officials and 0.4% said High Interest Rates. This shows that most of the women entrepreneurs did not avail the government schemes either they don't have proper documents or they are scared of the complex procedures.

Conclusion

The Government of Rajasthan has launched several policies and initiatives to bolster and promote women entrepreneurship by offering essential financial assistance, mentorship, training, and resources. Key initiatives include iStart Rajasthan, which provides incubation and funding support; Mahila E-haat, an online platform that allows women to market their products directly to consumers; and the Mudra Yojana, which offers microfinance tailored to different business stages. Additionally, the Rajasthan Startup Policy encourages women-led startups with financial incentives, while the Stand Up India Scheme facilitates substantial bank loans for new enterprises. The Rajasthan Mahila Nidhi fund addresses the specific financial needs of women entrepreneurs, complemented by skill development programs designed to enhance their business capabilities. Through various subsidies and the Women Entrepreneurship Platform (WEP), the government aims to streamline access to funding and resources. Collectively, these initiatives are instrumental in empowering women entrepreneurs in Rajasthan, enabling them to navigate challenges and achieve success in their ventures.

The analysis of the data regarding women entrepreneurs' awareness and utilization of government schemes reveals several key insights. A significant portion of respondents, approximately 10.2%, are unaware of available schemes, while 59.6% have knowledge of them, but only 30.2% have actually availed themselves of these benefits. This indicates a gap between awareness and actual usage, suggesting that while women entrepreneurs recognize the potential of these schemes, barriers remain that prevent them from accessing support.

Peer groups and print media emerged as the primary sources of information about government initiatives, underscoring the importance of community and traditional media in disseminating information. Despite positive perceptions of loan accessibility, documentation requirements, and interest rates, there is notable dissatisfaction with the complexity of procedures and uncooperative treatment from bank officials.

Furthermore, the majority of women reported that loans provided under these schemes are not collateral-free, which may deter potential beneficiaries. The reasons cited for not utilizing the schemes largely revolve around bureaucratic hurdles and inadequate documentation. Addressing these challenges through streamlined processes and enhanced support could facilitate greater participation of women entrepreneurs in government programs, ultimately fostering their growth and contributing to economic development in the region.

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