

8.1 Women Entrepreneurship

Women entrepreneurs may be defined as a woman or a group of women who initiate, organise and run a business concern. Women entrepreneurs are those women who think of a business enterprise, initiate it, organise and combine factors of production, operate the enterprise and undertake risks and handle economic uncertainty involved in running it.

Schumpeter – “Women entrepreneurs are those women who innovate, initiate or adopt a business activity”.

Women Entrepreneurship-Common Features:

Most women with small income are likely to become entrepreneurs

2. Women with small facilities are likely to become entrepreneurs

3. A majority of women entrepreneurs are married. With the support of their husband they accepted entrepreneurship.

4. Most spinsters face difficulties in obtaining financial support to start their enterprises.

A large number of women with little or no education and training enter into the business field.

6. Many women become entrepreneurs out of economic necessity.

7. Women's sincerity and hard work is the cause for sustainability and growth.

8. Women entrepreneurs are security oriented rather than growth oriented

9. Most women prefer stabilization of income and minimization of risk

10. Business enterprises of women lack working capital, this causes low profit margin

Why women become entrepreneurs?

1. To become economically independent

2. To establish their own enterprise

3. To establish their identity in the society

4. To achieve Excellency in their endeavour

5. To build confidence to themselves

6. To develop risk assuming ability

7. To claim equal status in the society

8. To secure greater freedom and mobility

8.2 Entrepreneurship Development and Government:

Women Entrepreneurship-Need

In modern days, particularly in India, there is a great need for women entrepreneurs. Several factors are responsible for compelling the women members of the family to set up their own ventures.

These factors suggesting their need can be broadly classified into two groups:

I) Motivational factors or needs and

II) Facilitating factors or needs.

Factors (I) Motivational Needs:

The following are the motivational needs for which modern women are motivated to become entrepreneurs:

1) Economic Necessity:

In business, the entry of women is relatively a new phenomenon. Because of the break-up of the joint family system and the need for additional income for maintaining the living standards in the face of inflation or rising prices, women have started entering the most competitive world of business. Thus, because of the economic necessity, women have begun entering business field for earning some income and increasing their family income in modern days of inflation.

2) Desire for High Achievement:

Another motive force compelling women to enter business world is their strong desire for high achievement in their life. In modern days, though women are educated, they are not able to

find jobs in the market place or they may not be able to go out of their homes for working somewhere else because of family problems.

Therefore, a woman is tempted strongly by a desire to achieve something high and valuable and prove herself as an asset and not a liability to the family. This is the strongest motivating force for a woman to become entrepreneurs.

3) Independence:

Another strong motive force compelling a woman to become an entrepreneur is to lead an independent life with self-confidence and self-respect. The ownership and control of a successful business provides a woman entrepreneur a prestigious status, personal reputation and a sense of independence in the society.

4) Government Encouragement:

The Government and non-government bodies have started giving increasing attention and encouragement to women's economic conditions through self-employment and business ventures.

They have formulated various policies and programmes and introduced various incentive schemes to promote women entrepreneurs in the country. Such encouragement and incentive schemes have induced women to undertake business mentors.

5) Education:

Women have been taking up various kinds of technical, vocational, industrial, commercial and specialised education so as to qualify themselves to be self-employed in some kind of trade, occupation, vocation or business. Facilities are also being provided to women in areas where they can grow and blossom as persons in their own right. Women have proved in modern days that they are no less than men in efficiency, hard work or intelligence or even they can surpass men in several fields

6) Model Role:

Women, like men, are also desirous of contributing their might to the economic development of their country. Similarly, our women in India would like to play a key role model. They have already entered other fields like politics, education, social field, administration, etc. Now they have started entering the business field where they can also show their importance as in other fields.

7) Family Occupation:

Family occupation is an important factor motivating a woman member to participate in the family business, along with her husband and other members of the family. There is a great need for women to undertake economic activity or business of the family and support their families in family occupation or family business so as to reduce the expenses of the family business and increase its income.

8) Employment Generation:

Another influencing factor that motivates women to become entrepreneurs is the creation of employment opportunities. Women entrepreneurs generally take up labour intensive small scale and village industries or handicrafts and they have high potential in employment generation. Therefore, they serve as a solution to the widespread problem of women unemployment to some extent.

9) Self Identity and Social Status:

Women desire to enjoy some social status and recognition in the society. Women entering business can achieve such a position of self-identity and recognition of social status because they come in contact with high level officers, ministers, authorities, and others holding high positions.

10) Growing Awareness:

With the spread of education and the growing awareness among women, the women entrepreneurs have been increasing, not only in the kitchen extension activities i.e. the 3 Ps viz. pickles, powder (masala) and papad or the traditional cottage industries, such as toy-making, basket-making etc. as they require less technical know-how, but they are entering also into engineering, electronics and many other industries which require high level technical skill. Thus, women entrepreneurs are found in such technical industries as T.V. capacitor, electronic ancillaries, and small foundries.

Thus, in modern days, women do not want to stay within the four walls of a house but they want to become, like their male, counterparts, achievement-oriented, career-minded and economically independent so that they would be able to provide costly high level medical and technical education to their children and, lead a high standard of living in their life.

Factor (II) Facilitating Needs:

Facilitating needs are the needs for providing various facilities for the successful working of the women enterprises.

These are given below:

1) Adequate Financial Facilities:

Finance is the life-blood of any business, whether it is run by men entrepreneurs or women entrepreneurs. The Government has set up industrial estates for women. It should therefore provide the required financial facilities to the women entrepreneurs so as to motivate them to start their business or industry in such estates.

Several financial schemes like MahilaUdyam Nidhi, Marketing Development Fund etc., have been set up only for women entrepreneurs. In addition, banks and development finance institutions also provide financial assistance to women entrepreneurs. Women will be tempted to start their own business ventures when such facilities are easily available to them.

2) Innovative Thinking:

Innovative thinking in women motivate them to become entrepreneurs. Women who have entrepreneurial talent and who have innovative thinking are naturally induced to take up small business or industry to convert their innovating and talent into a position of entrepreneurship instead of employment.

3) Support and Cooperation of the Family:

Another important factor that induces women to take up entrepreneurship is the full co-operation and encouragement of the family members, particularly, husband, father-in-law and mother-in-law, grown-up sons and daughters and other members, if any. In a modern educated family, women members generally enjoy more liberty and economic freedom. So naturally, they will be anxious to have their own source of income from their business.

4) Availability of Experienced and Skilled Women:

Women entrepreneurs would be able to provide experienced and skilled people to family occupations. Therefore, women will be motivated to become entrepreneurs.

5) Development Programmes:

The Central and State Governments have started several development and training programmes particularly for women so as to enable them to become entrepreneurs. Such training and development programmes provide all types of facilities to women to start their business independently.

Women Entrepreneurship- Functions

1. Exploration of the prospects of starting a new business enterprise.
2. Undertaking of risks and handling of economic uncertainties involved in business.
3. Introduction of innovations or imitation of innovations.
4. Co-ordination, administration and control.

5. Supervision and leadership.

However, all these functions can be classified broadly into three categories viz.:

- a) Risk-bearing
- b) Organisation and
- c) Innovation

Women Entrepreneurship-Top 9 Qualities

- 1. Accept challenges
- 2. Ambitious
- 3. Hard working
- 4. Patience
- 5. Motivator
- 6. Adventurous
- 7. Conscious
- 8. Educated
- 9. Intelligent

Women Entrepreneurship-Role and Importance

In this dynamic world, women entrepreneurs are a significant part of the global expedition for sustained economic development and social progress. Due to the growing industrialization, urbanization, social legislation and along with the spread of higher education and awareness, the emergence of Women owned businesses are highly increasing in the economies of almost all countries.

In former days, for Women there were 3 Ks- Kitchen, Kids, Knitting, then came 3 Ps- Powder, Papad, Pickles and now at present there are 4 Es- Electricity, Electronics, Energy, Engineering. Indian women had undergone a long way and are becoming increasingly visible and successful in all spheres and have shifted from kitchen to higher level of professional activities.

Women entrepreneurs are fast becoming a force to reckon with in the business world and are not only involved in business for survival but to satisfy their inner urge of creativity and to prove their capabilities. Educated Women is contributing to a great extent to the social transformation and in the future, will be seen that more women venturing into areas traditionally dominated by men.

Today's women are taking more and more professional and technical degrees to cope up with market need and are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. It is perhaps for these reasons that Government Bodies, NGO's, Social Scientists, Researchers and International Agencies have started showing interest in the issues related to entrepreneurship among women in India.

- 1. Women entrepreneurs;
- 2. Explore the prospects of starting a new enterprise;
- 3. Undertake risks, introduction of new innovations;
- 4. Coordinate administration & control of business;
- 5. Providing effective leadership in all aspects of business; and
- 6. Have proved their footage in the male dominated business arena. Concept of "Women" as an entrepreneur in India. Entrepreneurship has gained currency across the sphere and female-entrepreneurship has become an important module. India is one of the fastest emerging economies and the importance of entrepreneurship is realized across the gamut.

8.3 Role of central Govt and state Govt in promoting women entrepreneurship

From Food & Beverage, Fashion & Clothing to Media & Entertainment and in many other industrial sectors – India have nurtured some of the most successful women entrepreneurs. Successful entrepreneurs like Indra Nooyi, Chandra Kochar, and Adhiti have immensely encouraged other budding women entrepreneurs to turn their dreams into reality. However, a big part of chasing one's entrepreneurial dreams comes with the challenge of accumulating capital for launching the business. The Indian government has realized this necessity, and have come up with a variety of schemes across multiple industrial sectors to fulfill the dreams and aspirations of women entrepreneurs in India. Here are the different **schemes and initiatives** through which the government of India is giving **funding and support** to women entrepreneurs:-

1) The Women Entrepreneurship Platform (WEP)

The Women Entrepreneurship Platform (WEP) was launched by NITI AYOOG with the motive of providing an ecosystem for upcoming young women entrepreneurs across the country. NITI AYOOG has partnered with SIDBI to promote and implement this initiative. Apart from providing services such as free credit, mentorship, funding support to women entrepreneurs and corporate partnerships, WEP also provides entrepreneurs a platform to share their entrepreneurial journey, stories and experiences. Entrepreneurs who are at the ideation stage of their startups can register under the scheme to avail of its benefits.

2) BharatiyaMahila Bank

The BharatiyaMahila Bank was founded with the motive of providing financial assistance to underprivileged women who want to start their own business. In 2017 it was merged with the SBI. In the manufacturing sector, the bank is offering loans as high as 20 lakhs to the women entrepreneurs. The BharatiyaMahila Bank has the authorization to issue a loan up to 1 Crore without any collateral to be paid. Apart from the manufacturing sector, this bank has permission to give loans to Small scale enterprises and in the retail sector.

3) Dena Shakti Scheme

This loan scheme is a solution for all women entrepreneurs who want to make a business out in the manufacturing and food processing sectors. Under the scheme women, entrepreneurs have sanctioned loans up to 20 lakhs under the category of housing, retail, and education. The scheme also provides concessions of 0.25 percent on the interest rates.

4) Mudra Yojana Scheme

This is one of the top schemes launched by the government of India to enthusiastic women entrepreneurs who are looking to start a small business with minimum efforts such as beauty parlours, retail shops or tuition centres. The scheme does not require any collaterals but it is divided into several schemes that target different stages of businesses. For businesses in the initial stage the maximum loan granted is INR 50,000. For well-established businesses, the scheme offers loan amount which varies from INR 50,000 to 5 Lakhs. And, lastly for well-established businesses looking to expand its operations and geographical presence the scheme offers loans up to 10 lakhs.

5) Annapurna Scheme

This is one of the first schemes introduced by the government of India to uplift the condition of women entrepreneurship in India way back in the year 2000. At present, the scheme is offered by the BharatiyaMahila Bank. Under this scheme, the government of India provides women entrepreneurs in the food, beverage and catering industry, loans up to INR 50,000. The best part is that the Interest rate of this loan varies according to the market rates.

6) Shree Shakti loan for women entrepreneurs

This is a unique scheme run under SBI to support women entrepreneurship by providing certain concessions. To avail the scheme women entrepreneurs have to first enroll themselves in the **Entrepreneurship Development Program (EDP)** – a training program initiated to develop entrepreneurial skills and skills that are required to run a business successfully. This scheme enables women to avail loans at a concession of 0.005 percent on loans exceeding 2 lakhs.

All these initiatives have one thing in common; they were designed keeping in mind the objective of strengthening the position of women entrepreneurs in this country. However, the appropriate implementation of these schemes is easier said than done. The motive behind such initiatives and schemes has always been positive and if implemented successfully it has the potential to change the entrepreneurial landscape in India.

8.4 Introduction to Various incentives for women entrepreneurship:

The most popular businesses amongst women entrepreneur include fast moving consumer goods such as kitchen spices and food products, beauty and cosmetic products, handloom and textile, sanitary products like pads and menstrual cups. Most of the women dominated businesses in India are run by Self Help Groups formed by women of a village or community of whom a successful example is Shri Mahila Griha Udyog Lijjat Papad, popularly known as Lijjat.

Entrepreneurship can be productive and advantageous means of earning livelihood but it surely is a challenging one. Women entrepreneurs are often faced with problems at the time of establishment and later at the running stages. Some of which can be summarized as follows:

- Financing

The problem of financing is generally faced by women because in a patriarchal society like India women hardly hold property and most of them are still home-makers. Additionally, banks and financial institutions consider women less- credit worthy debtors due to lack of collateral security in their name. Thus, women are bound to depend on paltry amounts of money given by their relatives or husbands.

- Patriarchal and Traditional Opinions

The mindset of people in Indian society often discourages women to start their own initiatives without the help of men. Therefore, most of the women lack the desire to establish or to start their own business.

- Illiteracy and lack of education

In India, illiteracy poses a major problem towards societal change. Moreover, poor levels of education amongst women help them no better.

- Prioritization

Since women are expected to take care of the family along with their business. This leads to the lesser commitment to work and reduced dedication towards business and career.

Government through the Ministry of Micro, Small and Medium Enterprises, Micro, Small & Medium Enterprises Development Organization (MSME-DO), State small industries development corporations (SIDCO), nationalized banks and non- governmental organizations has launched a variety of Entrepreneurship Development Programs for women entrepreneurs. Government schemes for women can be categorized into the following classes:

- Bank Loans on Soft Terms
- Skill Development/ Income Generating Schemes
- Schemes By Nationalized Banks

Following are some of the bank loan schemes available for women entrepreneur for a capital generation:

- Annapurna Scheme

For women desiring to establish food catering services, State Bank of Mysore offers bank loans up to Rs. 50,000. The loan has to be repaid by way of EMI for thirty – six (36) months and the EMI for the first month is waived.

Further details can be obtained at the relevant bank branch but one can refer to <https://business.mapsofindia.com/banks-in-india/state-bank-of-mysore.html>

- Stree Shakti Package Scheme

It is a scheme offered by State Bank of India to women entrepreneurs who have fifty per cent (50%) ownership in the business. The interest rates are as low as 0.5% for loans exceeding Rs. Two(2) Lakhs. Also, no security is needed for loans up to Rs. Five(5) Lacs for tiny sector units.

The abovementioned information can be accessed

at <https://www.sbi.co.in/portal/web/home/stree-shakti-package>

- AkshayMahilaArthik Sahay Yojana

Bank of Baroda offers this scheme to women entrepreneurs involved in agriculture, retail and cottage industry. No collateral security is required for raising a loan under this scheme.

Information in regards to this scheme can be obtained at the branch of the bank.

- Stand-up India Scheme

After the launch of the Start-up India Action Plan in 2016, this scheme was launched to support entrepreneurship amongst women and SC/ST communities for setting up a business in manufacturing or trading or services sector. It expedites the process of granting loans by the banks ranging from Rs. Ten (10) Lakhs to Rs. One (1) Crore to the eligible borrower. The borrower must also be 51% stakeholder in the private business or organization.

Information pertaining to this scheme can be accessed

at <https://www.standupmitra.in/Home/SUISchemes>

- Udyogini Scheme

Punjab and Sind Bank offers this scheme to women between the ages of 18–45 years. Low-interest rate loans are provided up to Rs. One (1) Lakh provided the family income of the women is Rs. Forty-Five (45) thousand or less.

More information is available on <https://www.psbindia.com/content/udyogini>

- Cent Kalyani Scheme

Under this scheme loans up to Rs. 100(hundred) Lakhs are offered. No collateral security of guarantor is required for the disbursement of the loan. The scheme is offered by Central Bank of India.

At interest rates as low as 0.50% .with some additional concession available on certain conditions.

Further information can be obtained

from https://www.centralbankofindia.co.in/English/Cent_Kalyani.aspx

- Mudra Yojana Scheme for Women

This scheme provides loans to women desirous of opening a small enterprise like a crèche, tailoring unit, beauty salon or coaching centre or a similar enterprise. The scheme does not require any collateral security or guarantors. The loans can be availed in the following three manners:

1. Shishu- Loans up to Rs. Fifty (50) thousand are offered.
2. Kishore- Loans of the amount between Rs. Fifty (50) thousand to Rs. Five (5) Lakhs are granted
3. Tarun- Loan of Rs. Ten (10) Lakhs can be availed.

Upon the grant of loan, a Mudra card, similar to a credit card, is issued to the debtor with the limit of Ten (10) per cent of the loan amount.

Further information is available at <https://pradhanmantri-yojana.in/pradhan-mantri-mudra-yojana/>

- Orient Mahila Vikas Yojana

Oriental Bank of Commerce offers loans up to Rs. Twenty- Five (25) Lakhs to women who have 51% ownership in the proprietary concern. The interest rate of 2% is applicable on such loans. Collateral security is not required for loans up to Rs. Ten (10) Lakhs.

The relevant information can be obtained from the concerned branch of the bank.

- MahilaUdhyam Nidhi Scheme

Punjab National Bank provides loans to women involved in setting up small scale industries on soft terms. Such loans can be repaid in ten (10) years. The maximum amount of loan that can be granted is Rs. Ten (10) Lakhs.

Apart from this, several schemes for women are offered by Punjab National Bank which can be accessed at <https://www.pnbindia.in/schemes-for-women.html>

- Establishment of Business Units

Some of the schemes available for setting up and establishment of business and production units are mentioned below:

- Steps Scheme

With the intention of providing skill development training for self-employment, the Department of Women and Child Development launched Support to Training and Employment Programme for Women Scheme (STEP). Under this scheme, the Government provides funding to non-governmental organizations for providing skill development training to women. The maximum funding provided is 90% and the rest of the amount has to be contributed by the implementing agency.

Details regarding this scheme can be found at <https://wcd.nic.in/schemes/support-training-and-employment-programme-women-step>

- Pradhan Mantri Kaushal Vikas Yojana

Though this scheme was not launched specifically for women, it does aim at providing skill training courses to women like beautician's course, tailoring, handicrafts and jewellery making. It provided training, certification and even placements to the women who successfully complete the course. However, a theory exam needs to be cleared in order to obtain the certificate which poses a problem for illiterate women.

The information about this scheme and the process of registration can be accessed at <http://pmkvyofficial.org/>

- Skill India Scheme

Apprenticeship Training By National Skill Development Corporation under the Skill India Scheme is also provided to women. It is a pilot program in collaboration with UNDP and Society of Development Alternatives which aims to provide training to women in fifteen (15) months.

The link to Skill India Portal is <https://www.skillindia.gov.in/>

Women entrepreneurs have been increasing and have marked their presence in the business world. Women entrepreneurs like Vinita Luthara (VLCC), Shahnaz Hussain, Falguni Nayar (Nykaa) and Richa Kar (Zivame) are some of the known successful entrepreneurs in India. But these are not limited to the educated and urban women who went on to pursue their desires. Few success stories of women entrepreneurs also include:

- Lijjat

It is India's leading women's co-operative aimed at women empowerment by providing employment. Lijjat was initially involved in selling papads. But it has expanded to selling other food-related fast moving consumer goods in India and globally.

- ThinlasChorol

A woman entrepreneur born and brought up in extreme climate and habitation of Ladakh worked as a tourist guide till 2009. In 2009, she founded her own travel company Ladakhi Women's Travel Company. She has been involved in encouraging Ladakhi women to participate in mountaineering and expeditions.

However, the nation needs to empower women who come from underprivileged background with no education or resources for the establishment of business. Additionally, women also are

considered low risk bearing individuals due to lack of capacity to handles business and the associated risks. One of the solutions to this problem can be that the government can provide means and resources for establishment of business and production units so that the business failures due to lack of resources can be minimized. Along with providing loan, these women should also be given the necessary training and skills to handle a business. Enough, skill development and training schemes already exist in India. But the drop-out rate of women from these courses is considerably higher than men. The reason for this can be poor levels of education. With the wave of start-ups and ease to do business in India, it is expected that more effective schemes will be launched to support women entrepreneurs.

8.5 Subsidies and Grants:

9 Government Loan Schemes For Women Entrepreneurs In India

Annapurna Scheme:

This loan is provided to women in the food catering industry, still establishing their small scale businesses. The loan allows these women entrepreneurs to avail it as capital requirements like buying equipment and utensils, setting up trucks, etc. Under this women loan scheme, women can sell packed food items and snacks which is one of the most common businesses that women entrepreneurs scope out and excel in since it is something that housewives have been managing all their lives and are accustomed to. This boosts their sales since they have a chance at better capital and new products to kickstart their business than they could otherwise afford. The loan limit is Rs. 50,000 under the scheme.

BharatiyaMahila Bank Business Loan:

This banking scheme supports women and their businesses on a large scale, that is why it was created in the first place. Women have ventured into different fields of business and are constantly pining for success. This bank has the vision to provide economic empowerment to women. The loan limit via this source is Rs.20 Crores.

Mudra Yojana Scheme:

It is a Government of India initiative that aims to improve the status of women in the country by providing business loans and supporting them so that they can be financially independent and self-reliant. After approval of the loan, they will be given Mudra cards that work like credit cards with the withdrawal limit being 10% of the loan. This scheme has several different types of plans as per business type, level of expansion, and loan aim. The loan limit under this women's loan scheme by the government is Rs. 10 Lakhs.

Government Women Loan Schemes offered under Mudra Yojana

Prime Minister loan scheme for ladies is classified into three schemes, Shishu, Kishor, and Tarun, under the Pradhan Mantri Loan Yojana (PMMY).

Each loan scheme's loan amount is listed below:

SHISHU Loan: The Mudra Shishu Loan scheme provides loans of up to Rs. 50,000 (for start-ups and new businesses).

KISHOR Loan: Loans ranging from Rs. 50,001 to Rs. 5,00,000 are available under the Kishor Loan Scheme (for the purchase of raw materials, equipment/machinery, and business expansion for existing businesses).

TARUN Loan: The Tarun Loan Scheme provides loans ranging from Rs. 500,001 to Rs. 10,00,000 (for established businesses and enterprises).

Orient Mahila Vikas Yojana Scheme:

This women loan scheme is for women who hold 51% share capital separately or collectively as a proprietary concern. It is a very good opportunity for these stakeholders to help expand their business and add to the development of their field. These schemes for women entrepreneurs do not require collateral security while also giving a concession at an interest rate of up to 2%. The period of repayment is flexible up to 7 years and the loan limit is Rs. 25 Lakhs.

Dena Shakti Scheme:

This scheme for women entrepreneurs is limited only to those in the fields of agriculture, retail, manufacturing, are small enterprises or micro-credit organizations. As per RBI limits, the maximum ceiling limits to women beneficiaries are also provided according to the sector they are expanding or planning to open a business in. The loan limit is Rs.20 Lakhs.

Pradhan Mantri Rozgar Yojana:

Also known as PMRY, this is one of the best schemes for women entrepreneurs both socially and financially. The focus of this scheme is on creating skill-based, self-employment through women entrepreneurs and smart minds at work being utilized for monetary independence. This scheme covers both urban and rural areas and was developed through several amendments in cost, eligibility, and subsidy limits. The loan subsidy amount is up to 15% of the project cost with an upper ceiling of Rs. 12,500 per borrower as a restriction. The scheme applies to all types of ventures in industries, trade and services. The age limit is 35 years and loan limit for business is Rs. 2 Lakh while for service and industry, Rs. 5 Lakh.

Udyogini Scheme:

This udyogini scheme encourages women to be self-reliant and help them in self-development by empowering them economically to be able to do so. This women loan scheme encourages budding women entrepreneurs by providing loans in the regards and giving good rates of interest in comparison to private sector skyrocketing rates, while also being a trustworthy source of lending. This is only valid for those who have a family income of less than Rs. 40,000 per annum. They especially encourage loans in the trade and service sector and the cap amount for the same is Rs. 1 Lakh.

Cent Kalyani Scheme:

This women loan scheme is targeted at both new businesses and those that aim to grow and expand; the only specific emphasis is on the scheme being for Women Entrepreneurs. Retail trade, education and training, and self-help groups are not eligible for the scheme. The eligible categories are given in detail with the rules on their website. This loan is a collateral-free loan as well as zero processing fees. The selected eligible categories of business women can take the loan and expand their business through these women loan schemes for women entrepreneurs. Under this scheme, the loan limit is Rs. 100 Lakh.

Mahila Udyam Nidhi Scheme:

This women loan scheme aims to meet the gap in equity. It promotes MSMEs and small sector investments in different industries to grow and excel in their areas. This also encourages the reconstruction of SSI units that are deemed incapable but are actually viable to save. A period of 10 years is given to the debtor to repay the loan and the limit for the loan is Rs.10 Lakhs.

Indifi is another one of your choices and the best one at that considering the facilities and ease they provide by giving women business loan. This economic help is a booster for women looking for ways to grow and establish their strength as entrepreneurs. It is one of the best ways of getting loans and help women lending great loans and lenders, along with loads of moral support and encouragement.

Indifi is an expert in the field of loan financing since it analyses data of businesses from various sources and draws insight to judge their creditworthiness. This helps them judge the past, predict the future, and work on a more resourceful present by lending loans in accordance to performance and potent. It is helpful for these upcoming and growing women entrepreneurs to utilize the money to their benefit. These money lending opportunities include short-term loan and long term loan, bill discounting, and many other such opportunities at lucrative rates, and in some cases even making these loans collateral-free. Their approach makes it easier and more convenient for budding entrepreneurs to take women business loan by minimizing risk, reducing paperwork and associated costs, and making it a simple and hassle-free experience.

8.6 Export oriented units:

The Export Oriented Unit (EOU) Scheme, which had been introduced in the early 1980s remains in the forefront of country's export production schemes. The main objectives of the EOU scheme is to increase exports, earn foreign exchange to the country, transfer of latest technologies stimulate direct foreign investment and to generate additional employment. The scheme has witnessed many changes over the last twenty-four years in the context of ever changing economic realities. However, the basic premise remains the same. This premise is that the exporters are treated as a special class and given the required tariff, non-tariff and policy support to facilitate their export efforts. Thus, today the EOU Scheme has emerged as a dynamic policy initiative facilitating the exporting community in the task of increased exports. The EXIM Policy, 2002-07 reinforces the importance of Scheme in chapter 6 of the policy. Appendix 14 I of the Handbook of procedures (Vol.1) as amended upto 28- 1-2004 sets out the procedures and benefits of this scheme.

The 100% EOUs fall into 3 categories:

- (a) EOUs established anywhere in India and exporting 100% products except certain fixed percentage of sales in the Domestic Tariff Area (DTA) as may be permissible under the Policy.
- (b) Units in Free Trade Zones in Special Economic Zones (SEZs) and exporting 100% of their products.
- (c) EOUs set up in Software Technology Parks (STPs) and Electronic Hardware Technology Parks (EHTPs) of India for development of Software & Electronic Hardware.

Major Sectors in EOUs are:

1. Granite
2. Textiles / Garments
3. Food Processing
4. Chemicals
5. Computer Software
6. Coffee
7. Pharmaceuticals
8. Gem & Jewellery
9. Engineering Goods
10. Electrical & Electronics
11. Aqua & Pearl Culture

To set up an EOU for the following sectors, an EOU owner needs a special license. EOUs can be set up anywhere in the country and may be engaged in the manufacture and production of software, floriculture, horticulture, agriculture, aquaculture, animal husbandry, pisciculture, poultry and sericulture or other similar activities. Apart from local zonal office and state government, setting up of an EOU is also strictly guided by the environmental rules and regulations.

8.7 Fiscal and Tax concessions available for Women entrepreneurship

In order to give entrepreneurial ventures a much-needed boost, the government in the union budget 2016-17 has announced to provide a deduction of 100% tax exemptions during the first three years of operation.

The Government of India also provides income tax rebate for women available in accordance with Section 87A of the Income Tax Act, 1961. As announced in the 2019 Union Budget, women taxpayers in India with a total income of up to Rs. 5 Lakh can avail a rebate of up to Rs. 12,500 on their taxes.

Tax concessions—defined as preferential tax treatment for certain types of firms or entities—are commonplace in developed as well as developing countries. Concessions are granted to promote investment, in which case they may be termed “tax incentives” or “investment incentives,” or to achieve defined social objectives.

1. Tax holiday for three years:

In order to give entrepreneurial ventures a much-needed boost, the government in the union budget 2016-17 has announced to provide a deduction of 100% tax exemptions during the first three years of operation. Only the companies that are registered as startups under the Department of Industrial Policy and Promotion (DIPP) that involve in innovation, deployment, development or commercialization of new products and services driven by technology would be eligible for the three year tax benefits. Moreover, in the first three years the eligible startups would not have to pay any tax for profits except MAT (Minimum Alternate Tax). MAT is calculated on 'book profit'.

2. 20% exemption on Capital Gains:

Capital gains are the taxes charged on profits gained from sale of capital assets such as stocks and bonds. The government has recently made provision for an exemption of 20% capital gains tax. This provision was a long-pending demand by the startups. Before this provision, most investments in Indian startups were compelled to route their investment through Mauritius as the capital gain tax on investment from there waived following provisions in the Double Tax Avoidance Treaty.

3. Taxes on Turnover:

The government levy 25% tax plus cess and surcharge on new manufacturing firms. However, companies with a turnover of less than 50 crore per annum have to pay 29 percent tax. Medium and small companies with a turnover of less than Rs. 50 crore are taxed at a rate of 25 percent. Moreover, the period of claiming profit linked tax exemption is now increased from 5 years to 7 years. This step by the government would benefit approximately 6.67 lakh companies in the country.

4. Payment of EPF by the Government:

The government will now provide EPF (Employees' Provident Fund) contribution of 8.33% for the period of three years. Earlier, the percentage of the contribution was 12% of employees basic salary. This move will relieve many employers by cutting costs of startups by 12% for straight three years and will provide opportunities to hire competent candidates for their company as candidates will have job security. Many companies have started registering themselves with EPFO to avail the benefits.

5. Presumptive tax:

It is mandatory for the entrepreneurs to maintain the books of account. However, under Presumptive taxation scheme, it is not required to maintain the books of account and hence will reduce the burden of the entrepreneur. Anyone whose income earned stands at 8% is eligible for this scheme. However, a person whose income earned is more than 8 %, higher rate can be declared. Moreover, all the small business man with a turnover of up to Rs 2 crore and professional with gross income of up to Rs 50 lakh can avail benefit of this scheme.

8.8 Roles of a Women Entrepreneur

It has been recognized that a Women Entrepreneur is vital and also, untamed way to achieve economic growth from the last few decades. Women Entrepreneurs have shifted from the orthodox style of business to a non-traditional approach that increased their knowledge and education related to the higher activities associated with the business.

After getting special training and entrepreneurial programs, they contribute towards the growth of nations and play an unexplained role in its development. Here, we are having some aspects where Women Entrepreneurs play a vital role in the below-given points. Let us have a look.

1. Generating employment

Not only establishing an enterprise is the motive but they also generate growth and employment opportunities for the job seekers. Women Entrepreneur is related to the position of women in society and their role as an owner of the business. Thus, they have the potential to create job opportunities for people and help to decline the unemployment rate across the nations.

2. Development of economy

The business firm manufactures and produces products as well as services that come up with a proportion of gross domestic product of the nation. Women Entrepreneurs bring strength and dynamism in the market because of their entrepreneurial activity. So, they increase the national income of the country.

3. Optimum Utilization of resources

It signifies that a women-owned firm gives rise to the development of the industries to better utilize resources such as labor, capital, and raw material. Thus, not even a single business resource gets wasted due to the less utilization of the resources. It ensures better management of resources as per the usage.

4. Improvement in quality of life

Nowadays, women started thinking independently and take decisions accordingly. Moreover, they are capable of growing up their children in a very better way as they want to be. Better education is the foremost motive which will increase the quality of life by improving the standard of living.

Importance of Women Entrepreneurs

Better in finance management

The fact is that women use the funds with care. They make a balance in use. Employ the funds for home expenses, providing to their family, bread and butter and also support their employee's families.

Vigilance

Women are vigilant and know a lot about being careful that it is helpful in business. Women have potential in lots and their skills of entrepreneurship. It is of great use in production and manufacturing of products cost-effectively and innovatively, as is their basic nature.

Challenges and opportunities

Women are now developing fast and are becoming more of job creators. They are in all the fields exporters, designers, interior designers, civil engineers, doctors, etc. They partake actively that the economic growth contribution from women is high. Moreover, opportunities for females is remarkable in foreign markets.

Self-employment

Women study and grab job opportunities. The women entrepreneurs are increasing due to less opportunities outside. They are a strong strategy answering the question Why do we need more Female entrepreneurs. They manage self-employment and run businesses more than men. They stay focused that they achieve anything, it is because they are more confident. Their competitive nature shapes their mentality leading to success.

8.9 Growth of women entrepreneurship in india

In India, because of culture & traditions, women are supposed to perform household activities & take care of family because of these reasons women entrepreneurship is very low. But due to the widespread of education and social awareness during last three decades now women are showing interest in starting their own venture. Hence there is a considerable growth of women entrepreneurs.

Eg:- Mujumdar Shaw of Biochem, ShahanaJHusana, Mahila khadi Udyog.

Now a day's in Indian women are willing to accept challenges & assume responsibility in economic social, political group. Generally, they engage them in tiny or small cottage industries But recent study show women have been starting ventures in all the sector equivalent to male

A survey shows the following reasons for women to become the entrepreneur

- Lack of job opportunity
- The increasing cost of living
- Due to high education, they are entering into entrepreneurial activities
- A lot of opportunities in a market
- Family background of having business

a) Though women are entering into business activities they constitute **47.7%** of the total population but women workforce constitute only **28%** of the female population

b) Total number of self-employed women were engaged in an organized sector like handicraft, Agriculture, Handloom, Cottage base industry

c) 1988-89 survey shows there was 153000 women entrepreneur which are **9%** of a total of **1.7** million in India. Thus 1980 onwards India has shown positive growth among women entrepreneurship during **95-96** there were **300000** women entrepreneur in India

In India women, entrepreneurs are classified as follows

1. Women with adequate education & professional qualification get engaged in the business
2. Middle-class women who have an education but lack training
3. Women who take up a business enterprise who face financial difficulties

Government Of India has made certain efforts through industrial policies

- **7-5 year plan**

This plan has included a special provision for the development of women. 1991 industrial policy highlights a special training programme to develop women entrepreneur. The objective of these plans was to increase the number of women in the field of small industry & to create self-employment

- **8-5 years plan**

This plan gave importance to the development of the SSI sector. Before the implementation of this plan, the percentage of women entrepreneur was 9 % & was targeted to 20%

In 1996 the Department of SSI under the ministry of industry had taken initiative to train lakh women entrepreneurs. Through various schemes like

1. MahilaGramudyog Scheme
2. Jawahar RojagarUyojaga Scheme
3. Ibis Mahila Udyog Vidhi
4. Urban Poverty Education Programme
5. Scheme Of Nabard
6. Shakti Package for Women's
7. Schemes of SBI

These were to stimulate growth among women

There is a federation of the society of women entrepreneur which also supports women entrepreneur. Besides this at state level also various programs are conducted

For Eg –women Industrialist Association of Maharashtra was set up in 1985.

8.10 Issues and challenges of women entrepreneurship

On paper, things have never looked better for female entrepreneurs. As of 2017, more than 11 million U.S. businesses were owned by women, employing nearly 9 million people and generating \$1.7 trillion in sales, according to the National Association of Women Business Owners.

But these numbers only tell part of the story. Women-owned businesses are still in the minority, and the hurdles faced by women who have embraced entrepreneurship are vast and often very different from those experienced by their male counterparts. To shed light on some of these disparities, Business News Daily asked female CEOs about the key challenges women entrepreneurs face and how to overcome them.

7 challenges women entrepreneurs face and how to overcome them

1. Defying social expectations

Most female business owners who have attended networking events can relate to this scenario: You walk into a crowded seminar and can count the number of women there on one hand. When women entrepreneurs talk business with primarily male executives, it can be unnerving.

In this sort of situation, women may feel as though they need to adopt a stereotypically “male” attitude toward business: competitive, aggressive and sometimes harsh. But successful female CEOs believe that remaining true to yourself and finding your own voice are the keys to rising above preconceived expectations.

“Be yourself, and have confidence in who you are,” said Hilary Genga, founder and CEO of Trunkettes. “You made it to where you are through hard work and perseverance, but most importantly, you’re there. Don’t conform yourself to a man’s idea of what a leader should look like.”

2. Accessing funding

Not all startup founders look for investors to help get their businesses off the ground, but those who do know how difficult the pitching process can be. Raising capital is even more difficult for women-owned businesses. A 2014 Babson College report found that less than 3% of companies with venture capital funding had female CEOs.

Bonnie Crater, president and CEO of Full Circle Insights, said venture capitalists tend to invest in startups run by people of their own “tribe.” For example, a Stanford-educated investor will want to back a Stanford alum’s business. This means that VC firms with female partners are more likely to invest in women-run startups. According to the Babson report, however, that accounts for only 6% of U.S. firms. Crater recommends that women looking for business investors should build confidence through a great team and business plan.

Investors typically look for businesses that can grow their valuation to more than \$1 billion, Crater said. “Think about how to do that. If you have experts on your founding team that can execute the business [operations] well, investors will have confidence in those people. [You also] need a good product-market fit.”

Another way to overcome this issue is to get more female investors to support one another, said Felena Hanson, founder of the Hera Hub coworking space for female entrepreneurs. According to Hanson, groups like hers are “looking to not only inspire and encourage female investors, but to grow and support other female entrepreneurs through both funding and strategic educational workshops.”

Female entrepreneurs can raise the necessary capital for their business by learning to ask for exactly what they need, even if that means requesting more than what they want.

"Women are more conservative and don't overstate projections," said Gloria Kolb, CEO and co-founder of Elidah and a mentor in the University of Connecticut's Technology Incubation Program. "When we pitch investors, we are often pitching realistic numbers. But men so often overstate and exaggerate that investors often discount the numbers off the bat."

Kolb said that investors, who are usually men, tend to assume that the women entrepreneurs are operating just like the men and inflating their numbers. Therefore, they will provide funding at lower levels than requested. Women need to understand this dynamic and approach their pitches accordingly.

3. Struggling to be taken seriously

At one time or another, most women CEOs find themselves in a male-dominated industry or workplace that does not want to acknowledge their leadership role. Alison Gutterman, CEO and president of Jelmar, had this experience early in her career.

"As a female entrepreneur in a male-dominated industry, earning respect has been a struggle," she said. Because Jelmar is her family's business, she faced presumptions that she was living off her father's and grandfather's reputations.

"I was more than willing to put in the work to create my own reputation for being a hardworking, honorable businessperson in my own right," Gutterman said. "To overcome this, I have had to learn to build my confidence and overcome my negative self-talk."

Those negative comments that have built up in your head are stopping you from reaching your full potential, said Gutterman. To combat them, she has joined a variety of women entrepreneur groups.

"These groups have provided me mentors and peers to inspire me, hit me with reality checks on my capabilities and successes, and help me grow and learn from their outside perspectives and experiences," she said.

4. Owning your accomplishments

The communal, consensus-building qualities encouraged in young girls can leave women unintentionally downplaying their own worth. Molly MacDonald, founder and CEO of The Mobile Locker Co., a startup that provides personal storage for events, said she has always found it difficult to convey her own value as a leader.

"When I talk about the company ... I always find myself saying 'we' instead of 'I,'" MacDonald said. "Using the first person to discuss successes feels to me as if I'm bragging, and I cannot shake the idea that if someone knows it's just me in control, the value of what we do will go down. As I grow the business, I am making an effort to own what I've accomplished."

Similarly, Shilonda Downing, founder of Virtual Work Team, advises women to recognize the value of their creative ideas.

"I've had to catch myself on occasion when I noticed that I'm giving away too much without a financial commitment from a potential client," Downing said. "[I] recommend other women value their knowledge as well."

Sharon Rowlands, CEO of Web.com Group and ReachLocal, agreed that confidence is the key to success, even when you're up against a boardroom full of men.

"I had confidence in my abilities to run the business," said Rowlands. "I just made sure that any initiative I was trying to move forward was backed up by a solid business case. I was never unprepared for the questions I knew would come."

5. Building a support network

and to their families; finding ways A robust support network is essential for entrepreneurial success, so it's no surprise that 48% of female founders report that a lack of available advisors and mentors limits their professional growth, according to Inc.

"With the majority of the high-level business world still being dominated by men, it can be hard to blaze your own path and facilitate the introductions and connections into some of the more

elite business networks," said Hanson. "As most of business today still rings true with the philosophy that 'it's not what you know; it's who you know,' this can be a huge factor in your ultimate success."

Finding the right support network isn't always easy. Some good places to start are women-focused online forums and groups created specifically for women in business, like [Ellevest Network](#).

Once you find your network of supporters, don't be afraid to ask for what you really need from them.

"Ask often and ... be clear about what you need," said Addie Swartz, CEO of [reachHIRE](#), which connects companies to women who are returning to work after a break or looking for new roles and advancement. "You never know who has the capacity to help. People are more likely to jump in if you are specific about what you need them to do. If you don't ask, you won't get."

6. Balancing business and family life

Parent entrepreneurs have dual responsibilities to their businesses to devote time to both is key to achieving that elusive work-life balance, said Genga.

For Michelle Garrett of [Garrett Public Relations](#), finding this balance meant leaving a corporate job and starting her own consulting business before her first child was born.

"I knew that if I had continued working in the corporate world ... I would have had to make a lot of choices I didn't want to make," said Garrett. "I do think the culture of work is shifting to allow women more flexibility, which is a good thing. But working for you will probably always allow more freedom than working for someone else."

7. Coping with fear of failure

Failure is a very real possibility in any business venture, but Kristi Piehl, founder and CEO of [Media Minefield](#), advises women not to let their insecurities keep them from dreaming big. She encourages women to work through the moments of self-doubt that every business owner faces and not wait for perfection before starting their business or taking a big promotion.

Failure should not be viewed as a negative or an excuse for relinquishing your goals, according to Swartz.

"When you hear 'no' again and again, when your plans don't turn out, or if you make a costly decision ... see that as a teaching moment," she added.

The road to success is paved with losses, mishaps and mistakes, but it can still take you where you want to go as long as you don't lose sight of your ultimate destination.

"Stay the course," Swartz said. "Take in all the feedback; filter out the noise and the naysayers; learn from your mistakes and try not to make them again. But whatever you do, do not give up."

8.11 Entrepreneurial Motivations:

Motivation may be defined as the willingness to exert high levels of effort toward organizational goals, conditioned by the effort and ability to satisfy some individual need.

Entrepreneurial motivation is the process that motivates the entrepreneur to exert a higher level of effort for the achievement of his entrepreneurial goals. The motivational factors are the drivers within an entrepreneur that affect the direction and intensity of his behavior as an entrepreneur. They influence the entrepreneurial behavior and operation of the business.

Entrepreneurial motivation serves as fuel or power that makes the Organization run. The components of entrepreneurial motivation are as follows.