

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 6575 Cities in 197 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>A STUDY ON SERVICE QUALITY OF CO-OPERATIVE BANKS IN DINDIGUL DISTRICT</b> <i>N. MEGALAI &amp; Dr. B. TAMILMANI</i>	1
2.	<b>MULTITUDE SUSTAINABILITY APPROACH OF GLOBAL BUSINESS ENTITY'S – AN APPRAISAL</b> <i>Dr. J. NITHYA</i>	4
3.	<b>PAYMENT BANKS IN INDIA – CHALLENGES &amp; OPPORTUNITIES</b> <i>Dr. G.V.K. KASTURI &amp; Dr. V. GOWRI LAKSHMI</i>	7
4.	<b>MARKETING MIX STRATEGIES FOR RURAL MARKETS IN INDIA</b> <i>Dr. BASU GARG</i>	11
5.	<b>PROMOTING WOMEN'S ENTREPRENEURSHIP THROUGH MSME: GROWTH AND DEVELOPMENT IN THE CONTEXT OF INDIA</b> <i>RITU</i>	16
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	19

**FOUNDER PATRON****Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home &amp; Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**CO-ORDINATOR****Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering &amp; Technology, Urjani

**ADVISOR****Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR****Dr. NAWAB ALI KHAN**

Professor &amp; Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

**CO-EDITOR****Dr. G. BRINDHA**

Professor &amp; Head, Dr.M.G.R. Educational &amp; Research Institute (Deemed to be University), Chennai

**EDITORIAL ADVISORY BOARD****Dr. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

**Dr. M. S. SENAM RAJU**

Professor, School of Management Studies, I.G.N.O.U., New Delhi

**Dr. JOSÉ G. VARGAS-HERNÁNDEZ**

Research Professor, University Center for Economic &amp; Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

**Dr. CHRISTIAN EHIOBUCHÉ**

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

**Dr. SIKANDER KUMAR**

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

**Dr. BOYINA RUPINI**

Director, School of ITS, Indira Gandhi National Open University, New Delhi

**Dr. MIKE AMUHAYA IRAVO**

Principal, Jomo Kenyatta University of Agriculture &amp; Tech., Westlands Campus, Nairobi-Kenya

**Dr. SANJIV MITTAL**

Professor &amp; Dean, University School of Management Studies, GGS Indraprastha University, Delhi

**Dr. D. S. CHAUBEY**

Professor &amp; Dean (Research &amp; Studies), Uttaranchal University, Dehradun

**Dr. A SAJEEVAN RAO**

Professor &amp; Director, Accurate Institute of Advanced Management, Greater Noida

**Dr. NEPOMUCENO TIU**

Chief Librarian &amp; Professor, Lyceum of the Philippines University, Laguna, Philippines

**Dr. RAJENDER GUPTA**

Convener, Board of Studies in Economics, University of Jammu, Jammu

**Dr. KAUP MOHAMED**

Dean &amp; Managing Director, London American City College/ICBEST, United Arab Emirates

**Dr. DHANANJOY RAKSHIT**

Dean, Faculty Council of PG Studies in Commerce and Professor & Head, Department of Commerce, Sidho-Kanho-Birsha University, Purulia

**Dr. SHIB SHANKAR ROY**

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

**Dr. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

**Dr. SRINIVAS MADISHETTI**

Professor, School of Business, Mzumbe University, Tanzania

**Dr. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

**Dr. ARAMIDE OLUFEMI KUNLE**

Dean, Department of General Studies, The Polytechnic, Ibadan, Nigeria

**Dr. ANIL CHANDHOK**

Professor, University School of Business, Chandigarh University, Gharuan

**RODRECK CHIRAU**

Associate Professor, Botho University, Francistown, Botswana

**Dr. OKAN VELI ŞAFAKLI**

Professor & Dean, European University of Lefke, Lefke, Cyprus

**PARVEEN KHURANA**

Associate Professor, Mukand Lal National College, Yamuna Nagar

**Dr. KEVIN LOW LOCK TENG**

Associate Professor, Deputy Dean, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia

**Dr. BORIS MILOVIC**

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

**SHASHI KHURANA**

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

**Dr. IQBAL THONSE HAWALDAR**

Associate Professor, College of Business Administration, Kingdom University, Bahrain

**Dr. DEEPANJANA VARSHNEY**

Associate Professor, Department of Business Administration, King Abdulaziz University, Saudi Arabia

**Dr. MOHENDER KUMAR GUPTA**

Associate Professor, Government College, Hodal

**Dr. BIEMBA MALITI**

Associate Professor, School of Business, The Copperbelt University, Main Campus, Zambia

**Dr. ALEXANDER MOSESOV**

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

**Dr. VIVEK CHAWLA**

Associate Professor, Kurukshetra University, Kurukshetra

**Dr. FERIT ÖLÇER**

Professor & Head of Division of Management & Organization, Department of Business Administration, Faculty of Economics & Business Administration Sciences, Mustafa Kemal University, Turkey

**Dr. ASHOK KUMAR CHAUHAN**

Reader, Department of Economics, Kurukshetra University, Kurukshetra

**Dr. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**YU-BING WANG**

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

**Dr. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**Dr. KIARASH JAHANPOUR**

Dean of Technology Management Faculty, Farabi Institute of Higher Education, Karaj, Alborz, I.R. Iran

**Dr. TITUS AMODU UMORU**

Professor, Kwara State University, Kwara State, Nigeria

**Dr. SHIVAKUMAR DEENE**

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

**Dr. THAMPOE MANAGALESWARAN**

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

**Dr. VIKAS CHOUDHARY**

Faculty, N.I.T. (University), Kurukshetra

**SURAJ GAUDEL**

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

**Dr. DILIP KUMAR JHA**

Faculty, Department of Economics, Guru Ghasidas Vishwavidyalaya, Bilaspur

**FORMER TECHNICAL ADVISOR**

**AMITA**

**FINANCIAL ADVISORS**

**DICKEN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

**LEGAL ADVISORS**

**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

**SUPERINTENDENT**

**SURENDER KUMAR POONIA**

## CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**

IJRCM

**Subject:** SUBMISSION OF MANUSCRIPT IN THE AREA OF \_\_\_\_\_.

**(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)**

**DEAR SIR/MADAM**

Please find my submission of manuscript titled ‘ \_\_\_\_\_ ’ for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

**NAME OF CORRESPONDING AUTHOR** :  
 Designation/Post\* :  
 Institution/College/University with full address & Pin Code :  
 Residential address with Pin Code :  
 Mobile Number (s) with country ISD code :  
 Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :  
 Landline Number (s) with country ISD code :  
 E-mail Address :  
 Alternate E-mail Address :  
 Nationality :

\* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation **etc.** The qualification of author is not acceptable for the purpose.

**NOTES:**

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
  - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**  
**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
  - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
  - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
  - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
  - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
  - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
  3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
  4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
  5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
  6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
  7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aea-web.org/econlit/jelCodes.php](http://www.aea-web.org/econlit/jelCodes.php). However, mentioning of JEL Code is not mandatory.
  8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
  9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
  10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
  11. **MAIN TEXT:**

**THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:****INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** *It should be ensured that the tables/figures are referred to from the main text.*
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parenthesis.
  - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

**UNPUBLISHED DISSERTATIONS**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



## PROMOTING WOMEN'S ENTREPRENEURSHIP THROUGH MSME: GROWTH AND DEVELOPMENT IN THE CONTEXT OF INDIA

**RITU**  
**ASST. PROFESSOR**  
**SWAMI SHRADDHANAND COLLEGE**  
**UNIVERSITY OF DELHI**  
**DELHI**

### ABSTRACT

*Women's entrepreneurship is necessary for country's economic development process. Women entrepreneurship is similar to women empowerment. The Government of India has taken various steps towards Empowering Women Entrepreneurs in all the business areas. Institutions provide several schemes for initiation and nourishment of startups, specifically managed by Women entrepreneurs. The Ministry of Micro, Small and Medium Enterprises of Government of India has opened women's cell to provide support to women entrepreneurs. The main objective of this study is to have an overview of women entrepreneurs in India and growth situation through MSME. The study also focused on role of MSME to promote women entrepreneurs. This article includes problems and challenges faced by women entrepreneurs like lack of finance, lack of managerial skills, family boundations, lack of 6 mobility etc. This study also suggests some policy and their possible implications for improving women entrepreneurship so that they can make contribution to the economic development process.*

### KEYWORDS

MSME, women entrepreneurship, economic development.

### JEL CODES

J10, L26.

### 1. INTRODUCTION

**W**omen-owned businesses are a prevailing force in today's developed economies. Around 30% of all businesses in the US are owned by women and the pattern is almost similar in other countries. In Canada, female entrepreneurs stand for around 40% of business owners. All around the world women are initiating and operating their own businesses in record numbers. The women owned businesses are highly increasing in the economies of almost all countries across the world. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and their economic status in the society. Skill, knowledge and adaptability in business are the main reasons for engaging women into business ventures. 'Women Entrepreneur' is a person who accepts challenges to meet her personal needs and become economically independent. A strong wish to attain something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own qualities, rights and also the work situations. Various online portals help women to lodge online complaints against sexual harassments. The glass ceilings are crushed and women are found indulged in every line of business from finger-puppet to power cables. The challenges and opportunities provided to the women of digital era are growing rapidly and the job seekers are turning into job creators. They are successful as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. In India, even though women constitute the majority of the total population, the entrepreneurial world is still a male dominated one.

It is believed that the MSME sector can contribute highly to women employment generation in less developing areas because of the dominance of labor-intensive industries and minimum capital investments. But the sector is infected with many types of problems especially for women which are needed to be resolved by providing timely and affordable solutions so that MSME sector can enhance its role further as the true engine of growth for the Indian economy. The paper also provides a few possible strategies to provide a more conducive women entrepreneurship to MSMEs.

### REVIEW OF LITERATURE

**Dangi and Ritika (2014)** discovered that in Modern India, an ever increasing number of women are taking up innovative movement particularly in micro, small and medium enterprises. Women across over India are showing interest to be financially independent. The Indian women are not any more treated as excellent masterpieces. They have engraved a specialty for themselves in the male overwhelmed world. Indian women well oversee both weight of work in family front and complying with the time constraints at the work place. They expressed that numerous issues and difficulties are faced by women's identified with limited financial resources, working capital, training, administrative abilities and rivalry. Study depends on the primary and secondary information. Analysis of information has been done with the help of ratio, percentage and diagrams.

**Rajan and Saradha**, in their study of women entrepreneurship and support systems research says that internal support is very important for beginning any business more than external support. According to the study internal supports are family, Spouse, Parents, Moral Support, Internal Support, Financial help, Motivation and encouragement from family members.

**Jayan (2013)** Found that today with the development of MSMEs numerous women's have plunged into business and are additionally running their enterprises effectively. With the significant instruction, education, training, work involvement, improved economic condition and financial opportunities they are venturing into business. Coimbatore city has been chosen for the investigation. Statistical tools for example percentage analysis, weighted average rank analysis and chi-square test are utilized for the purpose. The primary data was gathered through survey strategy using interviews schedules.

**Singh and Raina (2013)** found that in modern India, an ever increasing number of women are taking up innovative movement particularly in micro scale, small and medium scale enterprises. They are motivated by role models, for example, Indra Nooyi, Chief Executive—Pepsi Co. or on the other hand Ekta Kapoor, Creative Director—Balaji Telefilms. The Indian ladies are not any more treated as delightful masterpieces. They found that women's family commitments likewise bar them from getting to be more effective entrepreneurs in both developed and developing nature and Indian women's give more accentuation to family ties or relationship.

### OBJECTIVES OF THE STUDY

Following are the objectives of the study to find out ways and means how to developed women entrepreneurship in India:

1. To Examine the extent of MSMEs for women entrepreneur and ensure women's participation in economic development of the society.
2. To study the initiatives taken by government for Women entrepreneurship in India
3. Construct possible recommendations and guidelines to overcome the problems and facilitate to women entrepreneurs.

**METHODOLOGY**

The paper is descriptive in nature. The date used in the paper is mainly from the secondary sources. The data has been collected from secondary sources like research papers, books, articles, Annual Reports of Government, Economic Surveys and MSME Census Report.

**CONCEPT OF MSME SECTOR AND WOMEN EMPOWERMENT**

The Micro, Small and Medium Enterprises (MSME) sector is definitely a highly vibrant and dynamic sector of the economy of India.

**Concept of women entrepreneurship** The term "Women Entrepreneur" deals with that section of the female population who endeavor into industrial activities i.e. manufacturing, assembling, job workers, repairs/servicing and other businesses. Women entrepreneurs may be defined as the women or a group of women who initiate, organize and run a business enterprise. Those Women, who are expected to innovate, imitate or adopt an economic activity to be called women entrepreneurs. The word entrepreneur is derived from the French word "entrepreneur" which means a person who carries out the task of bringing together various resources and manages them to accomplish desired results and take some portion. Also Women Entrepreneurs may be defined as the women or a group of women who initiate, consolidate and run a business enterprise. Women entrepreneurs' enterprise as defined for the first time, in 1988 lay down that an enterprise owned and administered by a woman entrepreneur with a minimum financial interest of 51 per cent in the share capital and giving at least 50 per cent employment to women would be treated as women's enterprise. The investment ceilings were kept at par with the limits specified in 1985 for other units, i.e. up to Rs. 35 lakhs for SSI units and up to Rs. 45 lakhs for ancillaries. This definition was revised in August 1991, by provision with the employment criterion for women workers. Currently, the women's enterprise is defined as a small scale industrial unit/industry related service or business enterprise managed by one or more women entrepreneurs in proprietary concerns in which she/they individually or jointly have a share of capital of not less than 51 per cent as partners/shareholders/directors of private limited companies/members of cooperative societies.

**SCHEMES THAT SUPPORT WOMEN ENTREPRENEURSHIP****1. Trade Related Entrepreneurship Assistance and Development scheme**

This scheme is offered by the Ministry of Micro, Small and Medium Enterprises (MSME) for promoting women entrepreneurs. It empowers women by imparting trade-related training, information and counselling activities. Under this scheme, the government also grants up to 30% of the loan/credit appraised by banks, to a maximum of Rs. 30 lakhs. This scheme mostly helps poor & usually illiterate/semi-literate women to get started on their business.

**2. Mahila Coir Yojana**

Mahila Coir Yojana is a woman-oriented self-employment scheme in the coir industry, which provides self employment opportunities to the rural women artisans in regions producing coir fiber. The scheme conceives of distribution of motorized ratts for spinning coir yarns to women artisans after giving training. Women spinners are trained for two months in spinning coir yarn on motorized ratt at the Coir Board training centres. A stipend of Rs.500 per month is also paid to the trainees. The Coir Board provides motorized ratts / motorized traditional ratts at 75 per cent cost subsidy ([http://tmimjournal.org/Pdf/Poceddings/Track1/Track1\\_Paper3.pdf](http://tmimjournal.org/Pdf/Poceddings/Track1/Track1_Paper3.pdf)).

**3. Rashtriya Mahila Kosh (RMK)**

Established in 1993, this national-level organization has been set up under Ministry of Women and Child Development. RMK provides micro-credit to women in the informal sector, this credit is provided in a hassle-free manner and is offered without collateral. The organization provides loans to Intermediary Organizations (IMO) which then lends to women Self Help Groups (SHGs).

Under its various schemes, there is no need for collateral if the loan amount is less than Rs. 1 crore. If the amount is more than this figure, then the borrowing organisation must provide 10% of the sanction amount in the form of fixed deposit as security. The maximum loan for an individual women beneficiary is Rs. 50,000, this is given for income generating activities.

**4. Stand Up India scheme**

This scheme provides loans to entrepreneurs from SC/ST tribes, and focuses on promoting women entrepreneurs. It not only helps women in creating a start-up, but also helps those start-ups that are new and have been recently set up. This scheme helps women by availing loans that can range from Rs. 10 lakhs to Rs. 1 crore. It must be noted here that loans are provided for setting up Greenfield enterprises that are functioning in either the manufacturing, services or trading sectors.

**5. Mudra Yojana Scheme for Women**

This scheme encourages women to start their own ventures and be self-sufficient. There is no need for collateral to avail this loan. On getting verified, the concerned person will receive a Mudra card, which is like a credit card and can be used to buy required material for the business.

The scheme comes in three forms, which are as follows:

Shishu plan – Under this scheme, the maximum amount is limited to Rs. 50,000

Kishor plan – An established enterprise can avail loans ranging from Rs. 50,000 to Rs.5 lakhs

Tarun plan – this plan help to expand further. Loan avails between rs.5 lakhs- Rs. 10 lakhs

Among the many financial institutions looking to promote microfinance and women empowerment is Reliance Money. In accordance with our theme of making India 'Self-Reliant', we have been providing financial assistance to people in the remotest parts of India by collaborating with Microfinance Institutions (MFIs).

**6. Prime Minister's Employment Generation Programme (PMEGP) Scheme**

This is a major credit-linked subsidy scheme since 2008-09, helps set up micro enterprises and to generate employment in rural and urban areas of the country. The maximum cost of the project under PMEGP scheme is Rs.25.00 lakhs for manufacturing sector units and Rs.10.00 lakhs for units under service sector. Under the scheme, women entrepreneurs are covered under Special Category and are entitled to 25% and 35% subsidies for the project set up in urban and rural areas respectively. For women beneficiaries, own contribution is only 5% of the project cost while for general category it is 10%. PMEGP is implemented through Khadi and Village Industries Commission (KVIC). (<http://pib.nic.in/newsite/PrintRelease.aspx?relid=187983>)

Under PMEGP higher subsidy is provided to women entrepreneurs. Since inception (i.e. 2008-09 to 31.12.2017), 116447 projects have been assisted to women entrepreneurs under PMEGP. Data on number of women beneficiaries for each over the past five years is as follow:

**TABLE 1**

Year	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18(as on 31-12-2017)
Women beneficiaries under PMEGP scheme	13612	13448	13394	11356	14768	8464*

Source: Ministry of MSME's Annual report, 2017-18

**7. Annapurna scheme**

This scheme implies to the women entrepreneurs who have a food catering unit. Government under MSME provides a loan up to Rs 50,000 to shop for food catering related supplies and equipment like utensils and water filters.

A guarantor is required to secure loan. Once done with the loan process, a business can pay in 36 installments where the concerned bank takes the required assets under collateral terms and conditions and interest rate is as per prevailing rates.

**8. Cent Kalyani Scheme**

This Scheme is for women business owners in various sectors like agricultural work or retail trading. The scheme is offered by Central Bank of India, where loans up to Rs 1 Crore is sanctioned.

Unlike Annapurna scheme, this scheme does not require guarantors or collateral, and Interest rates on loans vary with the market rates.

**PERFORMANCE AND CONTRIBUTION OF MSME'S**

Out of 633.88 lakh MSMEs, 608.41 lakh (95.98%) MSMEs were proprietary enterprises. There has been overpowering prevalence of male owner in proprietary MSMEs. In this way, for proprietary MSMEs as a whole male possessed 79.63% of enterprises as compared with 20.37% claimed by female. There was no noteworthy deviation in pattern in urban and rural areas, although the dominance of male owned enterprises was slightly more pronounced in urban areas as compared to rural areas (81.58% as compared to 77.76%).

**TABLE 2: PERCENTAGE DISTRIBUTION OF ENTERPRISES IN RURAL AND URBAN AREAS. (MALE/ FEMALE OWNERSHIP CATEGORY WISE)**

Sector	Male	Female	All
Rural	77.76	22.24	100
Urban	81.58	18.42	100
All	79.63	20.37	100

Source: Ministry of MSME's Annual report, 2017-18

**TABLE 3: PERCENTAGE DISTRIBUTION OF ENTERPRISES BY MALE/FEMALE OWNERS**

Sector	Male	Female	All
Micro	79.56	20.44	100
Small	94.74	5.26	100
Medium	97.33	2.67	100
All	79.63	20.37	100

Source: Ministry of MSME's Annual report, 2017-18

**SUGGESTIONS TOWARDS FURTHER EMPOWERMENT OF WOMEN ENTREPRENEURS**

1. There should be continuous attempt to inspire, encourage, motivate and co-operate women entrepreneurs.
2. SHGs and individual entrepreneurs should be provided with more loans from the government.
3. The government should introduce extensive entrepreneurial development program for women.
4. Finance should be made available to women entrepreneurs at a reduced rate of interest.
5. Better educational facilities and schemes should be extended to women folk from the government.
6. Extension participation program may be arranged with extension agencies for the SHGs and entrepreneurs to visit their business houses to know the functions and its administration so that it creates awareness.
7. Simplifying of administrative activates for women entrepreneurs.
8. Single window operations for easy and quick process.
9. Need to create more and more awareness programs.

**CONCLUSION**

This paper look into various schemes offered by government of India to Women entrepreneurs. Various programs launched by government helps both existing and new women entrepreneurs. As per annual report 2017-18, Out of 1109.89 lakh employees in MSME sector, 844.68 (76%) are male employees and remaining 264.92 lakh (24%) are females. This share can be increased by continuous efforts taken by government though there are several schemes contributing to the development of women entrepreneurs, and there are some of organization that are also associated with MSMEs. Its support the sustained and coordinated effort from all dimensions would pave the way for the women moving into entrepreneurial activity and by this they also contribute to the social and economic development of country as well as the members of the family and thereby gaining equality and equal importance for themselves. Although Government through its various schemes and incentives has created a strong support system to take care of growing women entrepreneurs. The strong support system helps the entrepreneur grow in the business.

**REFERENCES**

1. Annual report 2017-18 of the ministry of small scale and medium enterprises. Retrieved from: [www.msme.gov.in](http://www.msme.gov.in) (visited on January 05, 2020)
2. Dangji N, Ritika. Women entrepreneurship and growth and performance of MSMEs in India. International Journal of Advance Research in Computer Science and Management Studies. 2014; 2(4):174-182.
3. Das, D. Jayadeva, 2000, 'Problems faced by women entrepreneurs', Women Entrepreneurship, New Delhi, Vikas Publishing House.
4. <http://pib.nic.in/newsite/PrintRelease.aspx?relid=187983> (visited on January 05, 2020)
5. Jayan VK. Women entrepreneurship in MSMEs with special reference to Coimbatore City. International Journal of Advanced Research, 2013; 1(4):321-325.
6. Poornima MC (2013) Entrepreneurship development & small Business enterprise (2ndedn), Pearson Education, India.
7. Rajani N, Sarada D (2008) Women Entrepreneurship and Support Systems. Stud Home Comm Sci 2: 107-112.
8. Singh AD, Raina M. Women entrepreneurs in micro, small and medium enterprises. International Journal of Management and Social Sciences Research. 2013; 2(8):4-8.
9. Uma SN (may, 2018) A Study on Government Support for Promoting Women Entrepreneurs in Karnataka State under 'International Journal of Economics & Management Science' Vol 7(3): 521
10. [www.dcmsme.gov.in/schemes/treadwomen.htm](http://www.dcmsme.gov.in/schemes/treadwomen.htm) (visited on January 05, 2020)
11. [www.pradhanmantriyojana.co.in/mudra-loan-bank-yojna-apply/](http://www.pradhanmantriyojana.co.in/mudra-loan-bank-yojna-apply/) (visited on January 05, 2020)
12. [yourstory.com/smbstory/women-entrepreneurs-msme-loans-schemes](http://yourstory.com/smbstory/women-entrepreneurs-msme-loans-schemes) (visited on January 05, 2020)

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce, Economics & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as, on the journal as a whole, on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

