

# A Study on Impact of Government Schemes on Women Entrepreneurs in Coimbatore District

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## Abstract

Women Entrepreneurs are thriving and outperforming men in business related competition. They have strong levels of motivation and self-direction, as well as a high internal focus of control and achievement. Women Entrepreneurs are capable of organizing, networking, and communicating information. The government has undertaken several initiatives and measures in promoting women's entrepreneurship. Hence, the study provides insight into awareness possessed by women entrepreneurs regarding the schemes and programmes introduced by the government and examines their level of impact. The study also analyse the factors encouraging women to become entrepreneurs and understanding the challenges and obstacles that women encounter when they establish and run their business. Furthermore, the study also ascertains the satisfaction level of female entrepreneurs regarding their entrepreneurial activities. A sample of 150 women entrepreneurs has been taken for the study by adopting a convenient sampling technique. Statistical tools such as percentage analysis, descriptive statistics, Friedman ranking, t- test, ANOVA and correlation analysis to analyse the data. The study concludes that most of the women entrepreneurs are aware of mudra loans for women and the Annapurna scheme. They have started their business with their own fund and faced the challenge of a slow process while availing loans. The majority of the women entrepreneurs have not undertaken any training programmes under government support noticed an increase in self-confidence and self-esteem among themselves after becoming an entrepreneur and gained normal profits from their business operations.

**Keywords:** Women Entrepreneurs, Government Schemes

## 1. Introduction

Women are the most significant economic agents for the country's economic development since they serve as a growth accelerator. They don't even need to hunt for jobs outside their houses because they can start and run a successful business from home and earn money by doing so. They currently manage a large number of businesses across numerous sectors. Today, Women Entrepreneurs launch their businesses with a small amount of their own money and rely on financial support from the Government to stabilize their operations. Given the importance of women entrepreneurs and their contribution to the economic development and future of the nation, the Indian Government has introduced several new schemes to promote women entrepreneurship. The Government facilitates the development of India's entrepreneurial ecosystem by rendering bank loans, networks, markets, and training for women. The

study is undertaken to find the level of awareness of women entrepreneurs regarding government schemes and their impact on promoting women entrepreneurship.

## 2. Statement of the problem

Women start their own enterprises in order to become financially independent and have their own source of income. The Central and State Government of India have reserved a fair sum of money to promote women entrepreneurship. Non-Governmental Organisations in India also offer money to women, support and educate them on how to establish their own enterprises. Certain female entrepreneurs might not have been aware of the different Government-sponsored programs. In this background, research is undertaken to know the effectiveness of Government schemes and programs in improving women entrepreneurship.

## 3. Review of literature

**Lakhwinder Kaur & Jyoti Arora (2022)<sup>[1]</sup>** has conducted a study on “**Women Entrepreneurs and Stand-up India Scheme in Punjab: A critical review**”. The objective of the study is to identify the impact of financial inclusion on the upliftment of women entrepreneurs and the financial constraints faced by them. The study is based on primary data. A sample of 100 respondents has been taken for the study. Simple percentage analysis has been used for analysis. The results of the study have revealed that Stand up India is successful in providing a platform to women entrepreneurs by transforming many job seekers into job creators and concluded that the maximum number of women beneficiaries have taken loans from public sector banks as compared to private sector loans.

**Rajani & Hemalatha (2022)<sup>[2]</sup>** have conducted a study on “**Opportunities for Women Entrepreneurs in Telangana**”. The objective of the study is to know and understand the various schemes introduced by Telangana State Government for promoting women entrepreneurship and analyse the challenges faced by women entrepreneurs. The results of the study have revealed that Lack of funding and ignorance of information technology are the main challenges faced by women entrepreneurs and concluded that more IT awareness training and financial assistance in the form of Subsidies should be provided by the Government to promote and develop Women entrepreneurship.

**Karuppanasamy & Hariharan (2021)<sup>[3]</sup>** have conducted a study on “**Analysis on Awareness of the Indian Government Schemes among the Women Entrepreneurs of Madurai District**”. The objective of the study is to find out the accessibility of Government plans by women entrepreneurs. The study is based on primary data. A sample of 150 respondents has been taken for the study. Statistical tools such as the Kolmogorov-Smirnov test, Simple Percentage and Weighted average rank have been applied to analyse the data. The results of the study have revealed that majority of the women entrepreneurs are aware of Mudra Yojana Scheme for Women, the Industrial Finance Corporation of India Scheme of Interest Subsidy for Women Entrepreneur and the Annapurna Scheme.

**Arulmani & Muthukumar (2021)<sup>[4]</sup>** have conducted a study on “**Challenges for women entrepreneurship: a study of women entrepreneurs of SME in Tiruchirappalli district**”. The objective of the study is to find the challenges and motivational factors affecting women entrepreneurs and assess the awareness levels of women entrepreneurs regarding government schemes. The study is based on primary data. A sample of 50 women entrepreneurs has been taken for the study by adopting a convenient sampling technique. The statistical tool percentage analysis has been used for analysis. The results of the study revealed that the Government should be more attentive to creating different plans for women entrepreneurs to develop women entrepreneurship in India.

**Richa Khugshal (2020)<sup>[5]</sup>** has conducted a study on “**Women entrepreneurs in India - Emerging issues and challenges**”. The objective of the study is to recognize the factors that inspire women to become an entrepreneur, to study the several problems and challenges faced by women entrepreneurs and to know about the various Government schemes to promote women entrepreneurs. The study is based on secondary data. The results of the study revealed that Government schemes facilitate women to be financially independent and concluded that the requirement of additional income, family occupation, Government policies and procedures and desire to become independent are the factors that inspire women to become an entrepreneur and the challenges faced by them are scarcity of finance, legal formalities and travelling and high production cost.

#### 4. Objectives of the study

- To know the awareness level of women entrepreneurs regarding Government schemes.
- To identify the factors encouraging women to become entrepreneurs.
- To study the challenges faced by women entrepreneurs.
- To analyse the impact of government schemes in promoting women entrepreneurship.
- To ascertain the satisfaction level of women entrepreneurs regarding their entrepreneurial activities.

#### 5. Research methodology

##### Source of Data

The study is based on primary data. A structured questionnaire has been framed to collect the data from women entrepreneur in Coimbatore District. A sample of 150 women entrepreneurs has been taken for the study by adopting a convenient sampling technique.

##### Tools for Analysis

The following statistical tools have been applied to analyse the data.

- Percentage analysis
- Descriptive statistics
- Friedman ranking
- t-test, ANOVA and
- Correlation analysis

#### 6. Analysis and Interpretation

**Table 1. Socio economic profile of the women entrepreneurs**

Age group	No. of respondents	Percent
Below 18-25 years	44	29.3
26-33 years	46	30.7
34-41 years	43	28.7
Above 41 years	17	11.3
<b>Total</b>	<b>150</b>	<b>100.0</b>
Educational qualification		
School level	31	20.7
Under graduate	76	50.7
Post graduate	43	28.7

<b>Total</b>	<b>150</b>	<b>100.0</b>
<b>Marital status</b>		
Unmarried	44	29.3
Married	73	48.7
Divorced	20	13.3
Widowed	13	8.7
<b>Total</b>	<b>150</b>	<b>100.0</b>
<b>Area of residence</b>		
Urban	113	75.3
Rural	37	24.7
<b>Total</b>	<b>150</b>	<b>100.0</b>
<b>Experience in running business</b>		
Below 2 years	48	32.0
2-6 years	54	36.0
6-10 years	39	26.0
Above 10 years	9	6.0
<b>Total</b>	<b>150</b>	<b>100.0</b>
<b>Business sector</b>		
Catering, baking and food business	31	20.7
Beauty parlor	19	12.7
Tailoring business	20	13.3
Online business	16	10.7
Online service	9	6.0
Event planner	16	10.7
Agri business	9	6.0
Manufacturing	3	2.0
Retail stores	6	4.0
Boutique	7	4.7
Handlooms and handicrafts	6	4.0
Fashion designer	6	4.0
Others	2	1.3
<b>Total</b>	<b>150</b>	<b>100.0</b>
<b>Annual income</b>		
Below Rs.2 lakhs	73	48.7
Rs.2 – Rs.6 lakhs	46	30.7
Rs.6 – Rs.10 lakhs	20	13.3
Above Rs.10 lakhs	11	7.3
<b>Total</b>	<b>150</b>	<b>100.0</b>
<b>Type of family</b>		
Joint	73	48.7
Nuclear	77	51.3
<b>Total</b>	<b>150</b>	<b>100.0</b>
<b>Number of family members</b>		
Less than 2 members	36	24.0
3-5 members	74	49.3
More than 5 members	40	26.7
<b>Total</b>	<b>150</b>	<b>100.0</b>

**Source: Primary Data**

Table 1 shows that 30.7 per cent of the respondents belong to the age group of 26-33 years, 50.7 per cent are undergraduates, 48.7 per cent are married and 75.3 per cent residing in urban areas are more interested in entrepreneurship. 36.0 per cent have experience of 2-6 years in entrepreneurship, 20.7 per cent are doing catering, baking and food businesses, 48.7 per cent have an annual income of less than 2 lakh rupees, 51.3 per cent are belonging to nuclear families and 49.3 per cent have 3 to 5 members in their family.

**Table 2. Sources of awareness about the government schemes for women entrepreneurs**

Sources of Awareness	No. of Respondents	Percent
Newspapers	58	17.00
Television	61	17.88
Social media websites	76	22.28
Radio	39	11.43
Through friends and family	48	14.10
Through benefited users	28	8.21
Advertisements	31	9.10
Others	0	0.00
<b>Awareness about Government Schemes</b>		
Not aware	47	31.3
Moderately aware	56	37.3
Highly aware	47	31.3
<b>Total</b>	<b>150</b>	<b>100.0</b>
<b>Level of awareness towards Government Schemes</b>		
Mudra loan for women	119	28.27
Annapurna scheme	119	28.27
Sree shakti yojana	38	9.03
Dena shakti scheme	15	3.56
Bharatiya mahila bank business loan	15	3.56
Mahila udyam nidhi yojana	19	4.51
Orient mahila vikas yojana scheme	9	2.14
Cent kalyani scheme	25	5.94
Udyogini scheme	17	4.04
Pradhan mantri rozgar yojana (pmry)	37	8.79
Synd mahila shakti scheme	8	1.90

**Source: Primary Data**

Table 2 reveals that 22.28 percent of the respondents are aware of Government schemes through social media websites. 37.3 percent of the respondents are moderately aware of the prevalence of Government schemes. 28.27 per cent of the respondents are aware of MUDRA Loan for Women and Annapurna scheme.

**Table 3. Factors encouraging women to become entrepreneurs**

Motivating factors	No. of Respondents	Percent
Self-motivation	92	61.3
Spouse	31	20.7
Friends and family	27	18.0
<b>Total</b>	<b>150</b>	<b>100.0</b>
<b>Nature of business</b>		
Sole-proprietorship business	103	68.7

Partnership firm	47	31.3
<b>Total</b>	<b>150</b>	<b>100.0</b>

**Source: Primary Data**

Table 3 depicts that 61.3 percent of the respondents are self-motivated to become entrepreneurs and 68.7 percent of the respondents are sole proprietors.

### Descriptive Statistics

Women entrepreneurs have been asked to rate their level of agreeability towards the factors encouraging women to become entrepreneurs. The ratings have been assigned as 1 for Strongly Agree, 2 for Agree, 3 for Neutral, 4 for Disagree and 5 for Strongly disagree. A Low score indicates the high level of agreeability towards the factors encouraging women to become entrepreneurs.

**Table 4. Level of agreeability towards the factors encouraging women to become entrepreneurs**

Level of agreeability towards the factors	Mean	SD
Government schemes and policies encouraged me to choose entrepreneurship	2.22	1.32
I wanted to become an entrepreneur for the purpose of utilizing my time effectively.	2.41	1.08
I desired to become an entrepreneur to support my family.	2.66	1.21
I sought entrepreneurship to secure my future	2.84	1.18
I chose to become an entrepreneur for social recognition	2.96	1.15
I became an entrepreneur to take-over my family business	3.01	1.12
I aspired to become an entrepreneur to fulfill my dreams and passion	2.70	1.16
I needed entrepreneurship to make contribution to the society	2.82	1.16
I chose entrepreneurship for financial freedom	2.71	1.20
I selected entrepreneurship for flexible work schedule	2.75	1.21

**Source: Primary Data**

Table 4 states that the result of the descriptive statistics reveals that the mean rating was found to be highest (3.01) for the statement 'I became an Entrepreneur to take-over my family businesses compared to other statements. It indicates that the women respondents are neutral to this statement. The lowest mean rating (2.22) shows that the women entrepreneurs have agreed with the statement 'Government schemes and policies encouraged me to choose entrepreneurship'.

### Socio economic profile Vs Factors encouraging women entrepreneurs

The following null hypothesis has been framed to find whether there exists any significant difference between the socio economic profile and the factors encouraging women to become entrepreneurs.

**H<sub>0</sub>:** There is no significant difference between socio economic profile and the factors encouraging women to become entrepreneurs.

**Table 5. Socio economic profile Vs Factors encouraging women entrepreneur**

Socio Economic Profile	Groups	Mean	SD	No.	t-value	F-value	Sig. Value	Sig.
Age group	Below 18-25 years	27.0682	9.33709	44		0.226	0.878	NS

	26-33 years	27.8913	9.83696	46				
	34-41years	26.2558	9.58693	43				
	Above 41 years	27.0588	7.22384	17				
Educational qualification	School level	29.8710	6.91733	31		1.783	0.172	NS
	Under graduate	26.4474	10.00319	76				
	Post graduate	26.2093	9.27505	43				
Marital status	Unmarried	24.7273	9.36437	44		1.374	0.253	NS
	Married	27.9315	8.15361	73				
	Divorced	28.1500	10.54452	20				
	Widowed	28.6923	12.36517	13				
Area of residence	Urban	28.6018	9.05296	113	13.183		0.000	S
	Rural	22.4595	8.54269	37				
Experience in running business	Below 2 years	26.5000	8.76405	48		0.446	0.720	NS
	2-6 years	26.8704	9.83457	54				
	6-10 years	27.3590	9.68310	39				
	Above 10 years	30.3333	7.43303	9				
Annual income	Below Rs.2 lakhs	27.2329	8.71863	73		0.289	0.833	NS
	Rs.2 – Rs.6 lakhs	27.5000	9.25863	46				
	Rs.6 – Rs.10 lakhs	26.9500	11.29730	20				
	Above Rs.10 lakhs	24.6364	10.13186	11				
Type of family	Joint	29.0411	9.62843	73	6.528		.012	S
	Nuclear	25.2338	8.61439	77				
Number of family members	Less than 2 members	31.0556	7.78990	36		4.934	.008	S
	3-5 members	26.3784	9.30709	74				
	More than 5 members	24.8250	9.61006	40				

S- Significant at 5 per cent level NS- Not Significant

**Source: Computed**

Table 5 reveals that the area of residence, type of family and number of members in the family has a significant difference with respect to the factors encouraging women to become entrepreneurs. Hence, the null hypothesis has been rejected with respect to area of residence, type of family and the number of members in the family. Age group, educational qualification, marital status, experience in running the business and annual income have no significant difference with respect to the factors encouraging women to become entrepreneurs. Hence, the null hypothesis has been accepted with respect to age group, educational qualification, marital status, experience in running the business and the annual income.

**Table 6. Challenges faced by women entrepreneurs**

Sources of capital	No. of Respondents	Percent
Own funds	63	42.0
Friends and family members	44	29.3
Availed loan from bank	35	23.3
Availed loan from local money lenders	8	5.3
<b>Total</b>	<b>150</b>	<b>100.0</b>
<b>Challenges faced while availing business loan from banks</b>		
Legal formalities	40	26.7
Slow process	78	52.0

Requirement of audited financial statements	31	20.7
Others	1	.7
<b>Total</b>	<b>150</b>	<b>100.0</b>

**Source: Primary data**

Table 6 shows that 42.0 per cent of the respondents depend upon their own funds for establishing business units. 52.0 per cent of the respondents have faced the challenge of a slow process while availing of loans.

**Table 7. Ranking – Friedman test**

Ranks	
Factors	Mean rank
<b>Personal challenges</b>	
Male dominance	1.95
Family obligations	2.36
Balancing personal and professional life	2.80
Lack of self-confidence	3.77
Safety concerns	4.12
<b>Business related challenges</b>	
Limited managerial skills	2.61
Low risk-bearing ability	2.59
Lack of training and practice	2.74
Fear of decision making	3.49
Heavy competition	3.57
<b>Financial challenges</b>	
Lack of demand	2.19
Funding the business	2.66
Irregular profits	2.93
Working capital requirements	3.39
Inadequate profits	3.83

**Source: Primary data**

Ranking questions	Test statistics			
	N	Chi-sq.	Df.	Asymp. sig.
Personal challenges faced	150	204.693	4	0.000
Business related challenges faced	150	56.427	4	0.000
Financial challenges faced	150	96.219	4	0.000

**Source: Computed**

Table 7 reveals that the “Male dominance” as the most challenging personal problem, “Limited managerial skills” as the most challenging business problem and “Lack of demand” as the most challenging financial problem faced by women entrepreneurs.

**Table 8. Training programmes completed under government support and changes observed after becoming an entrepreneur**

Training programmes completed under government support	No. of respondents	Percent
None	86	50.89
Office management	18	10.65
Food production	19	11.24
Sewing technology	19	11.24



Catering and hospitality	12	7.10
Fashion design and technology	12	7.10
Surface ornamentation	3	1.78
Others	0	0.00
<b>Changes observed after becoming an entrepreneur</b>		
Increase in self-confidence and self esteem	96	49.74
Increase in respect among family members	73	37.82
Social recognition	24	12.44

**Source: Primary data**

Table 8 reveals the impact of government schemes in promoting women entrepreneurship. 50.89 per cent of the respondents have not undertaken any training programme under government support and 49.74 per cent of the respondents have noticed an increase in self-confidence and self-esteem among themselves.

**Table 9. Descriptive Statistics - Impact of government schemes in promoting women entrepreneurship**

<b>Impact of government schemes</b>	<b>Mean</b>	<b>SD</b>
Government schemes and policies has provided financial assistance to my start-up company.	2.90	1.66
Programs initiated by government helps in funding the working capital of my business.	3.08	1.18
Its flexible repayment schedule has impacted the overall functioning of my business in a positive way.	3.25	1.28
Financial assistance from government has contributed to my personal and company's growth.	3.21	1.24
It has made me to encourage my family and friends circle to start a business by availing financial aid from government schemes.	3.26	1.31
It has motivated me to provide employment opportunities to others.	3.13	1.31
I have become a skillful entrepreneur by accessing government aided training programs.	3.35	1.31
The financial assistance provided by government schemes for business expansion is highly beneficial.	3.25	1.25
It has a greater impact in improving my standard of living.	3.07	1.30
It has provided me concession in the repayment interest rate of the loan sanctioned which promotes women entrepreneurship.	3.08	1.30

**Source: Primary data**

Table 9 reveals the result of the descriptive statistics regarding the Impact of Government Schemes in Promoting Women Entrepreneurship. The mean rating was found to be highest (3.35) for the statement 'I have become a skillful entrepreneur by accessing government aided training programmes compared to other statements. It indicates that the women respondents are neutral to this statement. The lowest mean rating (2.90) shows that the women entrepreneurs have agreed with the statement 'Government schemes and policies have provided financial assistance to my Start-up company'.

### **Socio economic profile Vs Impact of government schemes in promoting women entrepreneurship**

The following null hypothesis has been framed to find whether there exists any significant difference between the Socio economic profile and the impact of government schemes in promoting women entrepreneurship.

**H<sub>0</sub>:** There is no significant difference between the Socio economic profile and the impact of government schemes in promoting women entrepreneurship.

**Table 10. Socio economic profile Vs Impact of government schemes in promoting women entrepreneurship**

Socio Economic Profile	Groups	Mean	SD	No.	t-value	F-value	Sig. value	Sig.
Age group	18-25 years	32.7500	8.83472	44		.678	.567	NS
	26-33 years	31.7609	10.72937	46				
	34-41years	31.2791	10.50471	43				
	Above 41years	28.8235	7.12597	17				
Educational qualification	School level	32.5161	7.17343	31		.274	.760	NS
	Under graduate	31.0395	10.54696	76				
	Post graduate	31.8605	10.04651	43				
Marital status	Unmarried	30.5227	10.48030	44		.267	.849	NS
	Married	32.1781	8.38872	73				
	Divorced	31.8500	11.70818	20				
	Widowed	31.3846	11.92713	13				
Area of residence	Urban	32.7611	9.62352	113	6.985		.009	S
	Rural	27.9730	9.37931	37				
Experience in running business	Below 2 years	31.5208	8.47522	48		.449	.718	NS
	2-6 years	31.2037	9.87541	54				
	6-10 years	31.3333	11.62876	39				
	Above 10 years	35.2222	6.75977	9				
Annual income	Below Rs.2 lakhs	31.8356	8.29493	73		1.190	.316	NS
	Rs.2 – Rs.6 lakhs	31.7609	9.72096	46				
	Rs.6 – Rs.10 lakhs	33.0500	12.82873	20				
	Above Rs.10 lakhs	26.4545	12.27488	11				
Type of family	Joint	33.0000	9.62780	73	3.055		.083	NS
	Nuclear	30.2338	9.74530	77				
Number of family members	Less than 2 members	36.3056	8.22129	36		7.752	.001	S
	3-5 members	31.2703	9.67315	74				
	More than 5 members	27.9000	9.64711	40				

S- Significant at 5 per cent level NS- Not Significant

**Source: Computed**

Table 10 shows that the area of residence and number of members in the family has a significant difference with the impact level of Government schemes in promoting women entrepreneurship. Hence, the null hypothesis has been rejected with respect to area of residence and number of members in the family. Age group, educational qualification, marital status, experience in running business, annual income and type of family have no significant difference with respect to the impact level of Government schemes in promoting women entrepreneurship. Hence, the null hypothesis has been accepted with respect to age group, educational qualification, marital status, experience in running business, annual income and type of family.

**Correlation Analysis** - Correlation between the Level of agreement on factors encouraging women to become entrepreneurs and government programmes that promote women entrepreneurs.

**H<sub>0</sub>:** There is no significant correlation between the level of agreement on factors encouraging women to become entrepreneurs and government programmes that promote women entrepreneurs

**Table 11. Correlation Analysis**

		Level of agreement on factors encouraging women to become entrepreneurs	Government programmes that promote women entrepreneurs
Level of agreement on factors encouraging women to become entrepreneurs	Pearson Correlation	1	0.647**
	Sig. (2-tailed)		0.000
	N	150	150
Government programmes that promote women entrepreneurs	Pearson Correlation	0.647**	1
	Sig. (2-tailed)	0.000	
	N	150	150

\*\* . Correlation is significant at 1per cent level (2-tailed).

Source: Computed

Table 11 shows that there is a significant positive correlation between the level of agreement on factors encouraging women to become entrepreneurs and Government programmes that promote women entrepreneurs.

**Table 12. Satisfaction level of women entrepreneurs regarding their entrepreneurial activities**

Working capital requirements of business for a month	No. of respondents	Percent
Less than Rs. 5000	40	26.7
Rs. 5000- Rs. 15000	56	37.3
Rs. 15000- Rs. 25000	41	27.3
More than Rs. 25000	13	8.7
<b>Total</b>	<b>150</b>	<b>100.0</b>
<b>Current business operation</b>		
In high profit	45	30.0
Normal profit	95	63.3
In loss	10	6.7
<b>Total</b>	<b>150</b>	<b>100.0</b>

Source: Primary data

Table 12 shows that 37.3 per cent of the respondents require working capital of Rs. 5000-Rs 15000 per month for running their businesses and 63.3 per cent of the respondents have gained normal profits from their business operations.

**Table 13. Descriptive Statistics - Level of satisfaction regarding the entrepreneurial activities of their business**

Level of satisfaction regarding the entrepreneurial activities of the business	Mean	SD
The support received from government helps me to accomplish the short-term and long-	2.66	1.70

term goals of the business.		
I am able to choose the marketing strategies employed to improve my business.	2.76	1.31
I am able to manage the working capital requirements of my company.	2.83	1.44
I am capable of identifying the methods and techniques required to fulfil my company's goals and vision.	2.89	1.30
I am able to properly communicate and co-operate between the employer and the employees.	2.93	1.40
I possess the ability to take necessary steps in order to increase the level of sales and profitability of the business.	2.96	1.38
I am efficient enough to plan the production and distribution activities of my enterprise.	2.99	1.43
I am efficient in developing trust and maintaining good relationship among the customers.	2.97	1.36
I am able to frame a good-image about my business in the society.	3.00	1.46
I am able to improve the overall performance of my company.	2.97	1.42

**Source: Primary data**

Table 13 depicts the results of the descriptive statistics on level of satisfaction regarding the entrepreneurial activities of their business. The mean rating was found to be highest (3.00) for the statement 'I am able to frame a good image about my business in the society' compared to other statements, which indicates that the women respondents are neutral to this statement. The lowest mean rating (2.66) shows that the women entrepreneurs have agreed with the statement 'The support received from the government helps me to accomplish the short-term and long-term goals of the businesses.

### **Socio economic profile Vs Level of satisfaction regarding the entrepreneurial activities of the business**

The following null hypothesis has been framed to find whether there exists any significant difference between the socio economic profile and the level of satisfaction regarding the entrepreneurial activities of the business.

**H<sub>0</sub>:** There is no significant difference between the Socio Economic Profile and the level of satisfaction regarding the entrepreneurial activities of the business.

**Table 14. Socio economic profile Vs level of satisfaction regarding the entrepreneurial activities of the business**

Socio economic profile	Groups	Mean	SD	No.	t-value	F-value	Sig. value	Sig.
Age group	Below 18-25 years	29.6364	12.72078	44		.637	.592	NS
	26-33 years	30.1739	12.26794	46				
	34-41 years	28.1395	12.00512	43				
	Above 41 years	25.8824	9.45967	17				
Educational qualification	School level	32.1290	11.03854	31		1.460	.236	NS
	Under graduate	28.4474	12.02818	76				
	Post graduate	27.5349	12.50590	43				
Marital status	Unmarried	25.8636	11.96233	44		1.392	.248	NS
	Married	30.1096	11.11001	73				
	Divorced	30.2500	13.69547	20				
	Widowed	30.8462	13.81935	13				

Area of residence	Urban	31.4159	11.92815	113	22.106		.000	S
	Rural	21.4054	8.76375	37				
Experience in running business	Below 2 years	29.4583	10.34708	48		.156	.926	NS
	2-6 years	29.3333	12.85037	54				
	6-10 years	28.1538	12.66686	39				
	Above 10 years	27.3333	13.89244	9				
Annual income	Below Rs.2 lakhs	28.9452	10.99607	73		2.581	.056	S
	Rs.2 – Rs.6 lakhs	30.7609	11.51074	46				
	Rs.6 – Rs.10 lakhs	29.8000	14.88058	20				
	Above Rs.10 lakhs	19.8182	12.39208	11				
Type of family	Joint	31.1096	12.62335	73	4.727		.031	S
	Nuclear	26.8961	11.09479	77				
Number of family members	Less than 2 members	33.3889	11.09769	36		5.285	.006	S
	3-5 members	29.0946	12.06963	74				
	More than 5 members	24.6750	11.44303	40				

S- Significant at 5 per cent level, NS- Not Significant

Source: Computed

Table 14 shows that area of residence, annual income, type of family and number of members in the family has a significant difference with the level of satisfaction regarding the entrepreneurial activities of the respondents. Hence, the null hypothesis has been rejected with respect to area of residence, annual income, type of family and number of members in the family. Age group, educational qualification, marital status and experience in running a business have no significant difference with the level of satisfaction regarding the entrepreneurial activities of the respondents. Hence, the null hypothesis has been accepted with respect to age group, educational qualification, marital status and experience in running a business.

**Correlation Analysis** - Correlation between the Level of agreement on factors encouraging women to become entrepreneurs and the level of satisfaction regarding the entrepreneurial activities of their business.

**H<sub>0</sub>:** There is no significant correlation between the Level of agreement on factors encouraging women to become entrepreneurs and the level of satisfaction regarding the entrepreneurial activities of their business

**Table 15. Correlation Analysis**

		Level of agreement on factors encouraging women to become entrepreneurs	Level of satisfaction regarding the entrepreneurial activities of business
Level of agreement on factors encouraging women to become entrepreneurs	<b>Pearson Correlation</b>	1	0.708**
	<b>Sig. (2-tailed)</b>		0.000
	<b>N</b>	150	150
Level of satisfaction regarding the entrepreneurial	<b>Pearson Correlation</b>	0.708**	1
	<b>Sig. (2-tailed)</b>	0.000	
	<b>N</b>	150	150

<b>activities of business</b>			
**. Correlation is significant at 1per cent level (2-tailed).			

**Source: Computed**

Table 15 reveals that there is a strong positive correlation between the level of agreeability towards the factors encouraging women to become entrepreneurs and the satisfaction level of women entrepreneurs regarding the entrepreneurial activities of their businesses.

## 7. Conclusion

In recent days, the participation of women in entrepreneurship is gradually increasing. The government is striving hard to promote its schemes and provide training to make women aware of the benefits that could be availed by utilizing the schemes. The study concludes that through social media networks, awareness about government schemes could be increased among women entrepreneurs. Most of the women entrepreneurs are aware of the mudra loan for women and the Annapurna scheme. They have started their business with their own fund and faced the challenge of a slow process while availing loans. The majority of the women entrepreneurs have not undertaken any training program under government support. They noticed an increase in self-confidence and self-esteem among themselves after becoming an entrepreneur and gaining normal profits from their business operations. Training programs for women play a vital role in developing the technical skills of women which are required for entrepreneurship. Recent statistics show a significant increase in the proportion of women who have benefited from these programmes. Women entrepreneurs should be treated equally by their families and society which motivates and empowers them.

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