Role of Government in Empowering Rural Women Entrepreneurship

Dr. Sanjay Pandey¹ Mr. Deeptanshu Sharma²

¹Professor & Head
Department of Management, Chouksey Engineering College, Bilaspur (C.G.)

²Assistant Professor
School of Business Studies, MATS University, Raipur (C.G.)

Abstract: Rural Entrepreneurship is that entrepreneurship which ensures value addition to rural resources in rural areas engaging largely rural human resources. Rural development is more than ever before linked to entrepreneurship. Institutions and individuals promoting rural development now see entrepreneurship as a strategic development intervention that could accelerate the rural development process. Furthermore, institutions and individuals seem to agree on the urgent need to promote rural enterprises: development agencies see rural entrepreneurship as an enormous employment potential; politicians see it as the key strategy to prevent rural unrest; farmers see it as an instrument for improving farm earnings; and women see it as an employment possibility near their homes which provides autonomy, independence and a reduced need for social support. To all these groups, however, entrepreneurship stands as a vehicle to improve the quality of life for individuals, families and communities and to sustain a healthy economy and environment.

There are also several other schemes of the government like the Income Generating Scheme, implemented by the Department of Women and Child Development, which provides assistance for setting up training-cum-income generating activities for needy women to make them economically independent. The Small Industries Development Bank of India (SIDBI) has been implementing two special schemes for women namely Mahila Udyam Nidhi which is an exclusive scheme for providing equity to women entrepreneurs and the Mahila Vikas Nidhi which offers developmental assistance for pursuit of income generating activities to women. The SIDBI has also taken initiative to set up an informal channel for credit needs on soft terms giving special emphasis to women. Over and above this, SIDBI also provides training for credit utilisation as also credit delivery skills for the executives of voluntary organizations working for women. Grant for setting up a production unit is also available under Socio-Economic Programme of Central Social Welfare Board

Key Words: Rural Enterprises, Vikas Nidhi, Udyam Nidhi, Welfare.

I. INTRODUCTION

Rural Entrepreneurship-

Rural Entrepreneurship can be defined as entrepreneurship emerging at village level which can take place in a variety of fields of Endeavour such as business, industry, agriculture and acts as a potent factor for economic development. In the present scenario, the rural areas are source of raw materials and the urban areas are acting as processing centers. Establishment of micro or household industries in rural areas can break the cycle of poverty. This will not only bring prosperity but also provide employment to youth and landless people. The present discussion will be focused on issues related to prospects and
problems related to entrepreneurship in rural areas and also the various activities which can be taken up without huge investment and specialized knowhow.

II. SCOPE OF RURAL WOMEN ENTREPRENEURSHIP

Elements of a “bottom-up growth strategy” to enable rural people and Women to participate in the mainstream economy are:

• The creation of an enabling business regulatory environment, in which rural and women entrepreneurs can fulfil their own initiatives for advancement;
• The strengthening of entrepreneurial capabilities; and
• The promotion of collective self-help efforts of small-scale entrepreneurs.

III. OBJECTIVES OF PAPER:

- To Study the Role of Government in Rural Development
- To Study the Role of Government in creating Awareness for Rural Women Entrepreneurship
- To Study the Problems & Challenges faced by Women Entrepreneurs
- To Study the Government Program for developing Women Rural Entrepreneurship
- To Develop Skill among Rural Women to acquire Entrepreneurship

IV. PROBLEMS & CHALLENGES FOR RURAL WOMEN ENTREPRENEURSHIP:

- Lack of Knowledge
- Financial Challenges
- Lack of Infrastructure
- Family and Social Challenges
- Technological Challenges
- Policy Challenges
- Low Support Network
- Balancing the Professional & Family Life

V. ROLE OF GOVERNMENT & DIFFERENT BODIES INVOLVED:

- NABARD (National Bank for Agriculture and RURAL Development)
- SIDBI (Small Industries Development Bank of India)
- Rural Entrepreneur Development Programme
- Women Entrepreneurship Development Programme (WED)
- United Nations Industrial Development Organization (UNIDO)

VI. STATES IN INDIA WHERE PROBLEM STILL EXISTS

1. Bihar
2. Uttar Pradesh
3. Haryana
4. Rajasthan
5. Punjab
6. Orissa
7. Chhattisgarh
International Picture:
Countries of West Asia such as Afghanistan Pakistan and other side of world such as Africa is the Country where the conditions of Women are very pathetic

Positive Side of the Coin:
There are states Like Nagaland/ Assam/ Mizoram/ Manipur/ Tripura/ Arunachal Pradesh etc.

Programme Runned by Government
- Anand Milk Union Limited (AMUL)
- Trade Related Entrepreneur Assistance and Development (TREAD)
- Bhartiya Mahila Bank Yojana (BMBY)
- Mahila COIR Yojana (MCY)
- Mahila Udyam Nidhi (MUN)

VII. INITIATIVES FOR WOMEN ENTREPRENEURS
Women entrepreneurs have achieved remarkable success. The Micro, Small & Medium Enterprises Development Organisation (MSME-DO), the various State Small Industries Development Corporations (SSIDCs), the nationalised banks and even NGOs are conducting various programmes including Entrepreneurship Development Programmes (EDPs). To cater to the needs of potential women entrepreneurs, who may not have adequate educational background and skills, MSME-DO has introduced process/product oriented EDPs in areas like TV repairing, printed circuit boards, leather goods, screen printing etc. A special prize to "Outstanding Women Entrepreneur" of the year is being given to recognize achievements made by and to provide incentives to women entrepreneurs. The Office of DC (MSME) has also opened a Women Cell to provide coordination and assistance to women entrepreneurs facing specific problems. There are also several other schemes of the government like the Income Generating Scheme, implemented by the Department of Women and Child Development, which provides assistance for setting up training-cum-income generating activities for needy women to make them economically independent. The Small Industries Development Bank of India (SIDBI) has been implementing two special schemes for women namely Mahila Udyam Nidhi which is an exclusive scheme for providing equity to women entrepreneurs and the Mahila Vikas Nidhi which offers developmental assistance for pursuit of income generating activities to women. The SIDBI has also taken initiative to set up an informal channel for credit needs on soft terms giving special emphasis to women. Over and above this, SIDBI also provides training for credit utilisation as also credit delivery skills for the executives of voluntary organisations working for women. Grant for setting up a production unit is also available under Socio-Economic Programme of Central Social Welfare Board.

REFERENCES
Bibliography:
5. Pandey I.M.: Venture Capital- The Indian Experience; Prentice Hall Of India.
8. Badi N.V.: Entrepreneurship; Vrinda Publications
Webliography:
1. www.Scribd.com
2. www.enil.com
3. www.slideshare.net
4. www.ilo.org
5. www.unido.org
6. www.indiafilings.com
7. www.dcmsme.gov.in