



# Priority Sector Lending by Commercial Banks - A Case Study of Shimoga District - Hypothesis Analysis

*The increase in the NPA (Non Performing Assets) is a major problem in banking sector in India. It adversely affects lending capacity of the banks. It has to be brought down by improving recovery of loans and advances on time. It helps for lending more towards priority sector. Loan waiver scheme should be avoided. Because it spoils the good banking habit among the people and there by culture of repayment of loan will disappear. This in turn brings down the lending capacity of the banks and makes banker to lose their confidence to lend to priority sector. Instead of that more subsidies have to be provided for prompt and timely repayment of loans. It will give more strength to bank and motivate to lend more to priority sector.*

UMAPATHI S.

## **I**ntrouction :

In olden days money lenders like rich farmers and landlords lend to agriculture and small scale industries. They were known as Indigenous bankers. Whose only occupation was money lending. There was a malpractice by money lenders at the time of lending. They RS.RS.charged high rate of interest often 36% that is 3% per month and they did not give receipts for repayments. They exploited the farmers for their benefits and grab their lands. It was much difficult to improve the conditions of farmers and prevent suicides of small and marginal farmers.

In further days traders and commission agents supplied funds to farmers for productive purposes much before the crop nature. They forced the farmers to sell their produce at lower prices and they charged heavy commission and interest.

Farmers often borrow from their own relatives in cash and kind in order to tide over temporary difficulties. These loans are generally contracted in an informal manner. They carry low or no interest. And they are returned so on after the harvest. The small farmers and tenants depend upon landlords and others to meet their financial requirements. This source of finance has all the defects associated with money lenders, traders and commission agents. And interest rates are exorbitant. Often the small farmers are cheated and their lands are misappropriated. The landless labours are forced to become bonded slaves.

## **Hypotheses :**

(1) Priority sector lending has succeeded in implementing poverty alleviation programmes of the Government.

(2) By increasing the priority sector lending, farmers dependence on non-institutional sources can be reduced.

(3) By Priority sector lending will increase employment opportunities, which helps in economic development.

## **Methodology and Sampling Design :**

The present research study- priority sector lending by commercial banks in Shimoga District, which covers much on vital sector like agriculture. This analysis based on both primary and secondary data. In order to test the hypothesis set, the secondary data was collected from Shimoga district annual credit plan of lead bank, the reports and publications of RBI & NABARD. The materials have also been collected from the Directorate of Economics and Statistics, Bangalore. District Statistical office Shimoga and also from the websites.

The study was started with 10 hypotheses. The first hypothesis is that, "The priority sector lending has succeeded in implementing the poverty alleviation programmes." The Government has launched so many programmes for alleviation of poverty. Therefore agricultural sector was brought under priority sector, as a part of this programme. Due to this the productivity improves so it donates 7% to the GDP and the per capita income of India increased to Rs.53331 (2010-11) from Rs.46117 (2009-10).

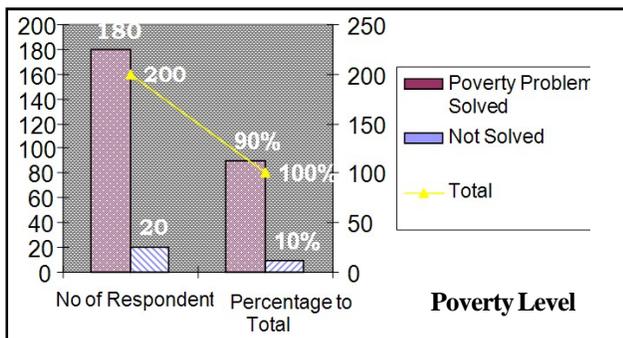
Further it is supported in the table 1 and 2 to prove the above hypothesis. It is a sign that India is in peak of it's developing stage.

**Tables 1 : Poverty Level**

Poverty Problems Solved	No of Respondents	Percentage to Total
Poverty Problems Solved	180	90
Not Solved	20	10
<b>Total</b>	<b>200</b>	<b>100</b>

**Source :** Survey data.

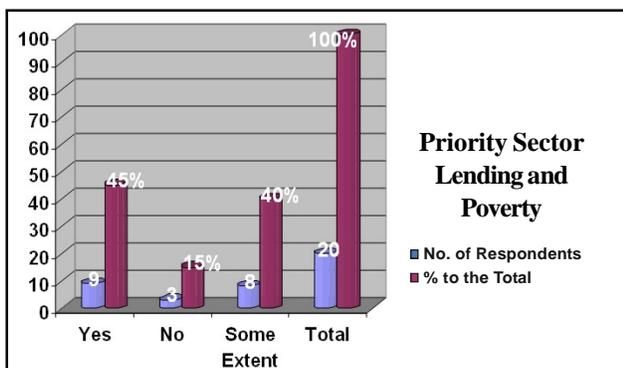
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**Table 2 : Priority Sector Lending and Poverty**

Poverty Solved	No. of Respondents	% to the Total
Yes	09	45
No	03	15
Some Extent	08	40
<b>Total</b>	<b>20</b>	<b>100</b>

**Source :** Survey data.



It is evident from the above table, out of 20 respondents, 45% (09 respondents) viewed that poverty problems are solved by the priority sector lending. And only 15% (03 respondents) viewed no. Where as 40% (08 respondents) viewed it is to the some extent, the poverty problems solved by the priority lending.

**Bonded Labourers' Problems :**

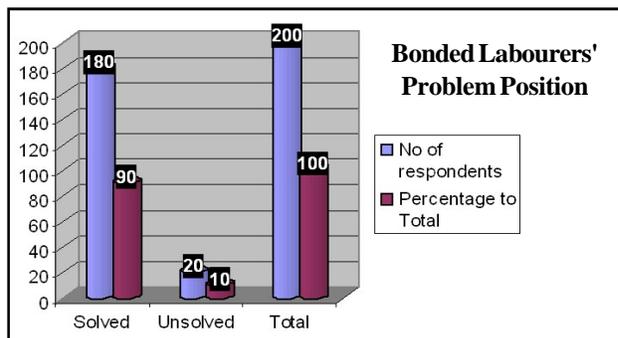
Bonded labourers' means they are hired forever. They must work 24 hours in a day and 365 days in a year for very less amount. In some place consideration is given only to male labourers and their wives and children must work at free of cost. It was existing before 1975 and 1980.

Now it has considerably decreased due to the financial support by the Government. It is evident the in table 3. Out of 200 respondents 180 (90 Percent) viewed that the bonded labour problems solved. Only 20 (10 Percent) of the opinion that not solved.

**Table 3 : Bonded Labourers' Problem Position**

Bonded Labour Problems	No of respondents	Percentage to Total
Solved	180	90
Unsolved	20	10
<b>Total</b>	<b>200</b>	<b>100</b>

**Source :** Survey data.

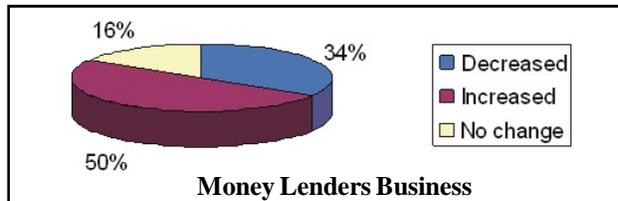


The second hypothesis is that, “By increasing the priority sector lending farmers' dependence on non institutional sources can be reduced” has been proved. The study reveals that 80% of customers depend on Nationalised banks. Only 0.5% depends on indigenous banks and 1.5% depends on private banks. It can be observed in the table 5. And in the table no 4 majority viewed money lenders' business has again increased, it is contradictory view, but in practical it doesn't hold good.

**Table 4 : Money Lenders Business**

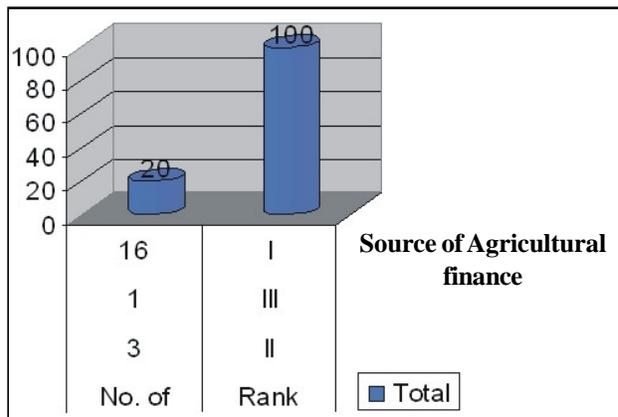
Money Lenders business position	No. of Respondents	% to the Total
Decreased	68	34
Increased	100	50
No change	32	16
<b>Total</b>	<b>200</b>	<b>100</b>

**Source :** Survey data.



It can be seen from Table 4 that the money lenders' business again increased after more lending by banks to the farmers.

Out of 200 respondents 100 (50 Percent) viewed that Indigenous bankers business is still existing. More than 16 percent viewed that no change. Only few i.e. 34 viewed that their business decreased.



**Table 5 : Source of Agricultural finance**

Source of finance	No. of Respondents	Rank
Private Banks	03	II
Indigenous banks	01	III
Nationalized Banks	16	I
<b>Total</b>	<b>20</b>	<b>100</b>

**Source :** Survey data.

The third hypothesis is that “Bypriority lending will increase employment opportunities which helps in economic development” has been proved. And it is supported by the table No.6 by gaining I rank those who have accepted employment opportunities increased and also table No. 7 supports for proving the above hypothesis.

**Table 6 : Employment opportunities**

Employment Opportunities	No. of Respondents	Rank
Increased	198	I
Decreased	02	II
No Change	-	-
<b>Total</b>	<b>200</b>	<b>-</b>

**Source :** Survey data.

**Table 7 : Priority Sector Lending and Employment Opportunities**

Responses	No of Respondents	Weight - Points
Yes	10	0.50
Some Extent	07	0.35
No	03	0.15
<b>Total</b>	<b>20</b>	<b>1.00</b>

**Source :** Survey data.

The above table shows that out of 20 respondents 10 have the opinion (0.50 weight Points) that there is an improvement in employment opportunities. 07 respondents (0.35 weight points) viewed that the improvement is to the some extent. And only 03 respondents (0.15 weight points) viewed that there is no improvement of employment opportunities in the field of Agriculture and SSI.

#### **Suggestions :**

The banks are expected to play an important role in economic development in which the removal of regional disparities has been emphasized as a key objective. India's real development can be seen only when rural India is developed. The commercial banks have been mainly conceived for meeting the credit requirements of agriculturists to uplift their living standards. Since 1975, Indian commercial banks are doing well and struggling hard to attain their objectives. So many expert committees were formed to review the working of commercial banks. Based on the recommendations of these committees many experiments have been conducted on commercial banks and still the process of experimentation is on. I have made few suggestions based on primary data (i.e field survey), secondary data, findings and observations on priority sector

lending by commercial banks are given below :

(1) The percentage of advances meant towards priority sector must be changed to 50% of Adjusted Net Bank Credit (ANBC) from the existing 40% of ANBC for commercial banks and 40% of ANBC for Foreign banks, for the empowerment of the sectors coming under priority sector and for the economic development of the country, because due to shortage of funds this sector suffered a lot.

(2) As the agriculture is the backbone of India most of the population depending on this Sector. And it is also an important segment of the priority sector. So exclusively 40% ANBC must be kept reserved for the purpose of agricultural lending only. Because without finance we cannot convert our dreams and projects into reality.

While lending agricultural credit to the farmers, the bankers must count strictly the followings :

(a) They must select right people right amount at the right time. (b) Lending only for viable projects based on the feasibility reports. (c) Keeping regular touch with the borrowers and proper monitoring. (d) Educating the customers for proper and scientific utilization of funds.

(3) Multi agency approach for rural and agricultural credit has to be continued. Because more and more credit facilities are necessary for the priority sector and rural development. And this cannot be attained by a single agency or by commercial banks alone. Even though commercial banks enjoy financial strength and managerial competence, Co-operative banks and co-operative institutions have local feel and rural back ground and have their own strengths. So continuation of multi-agency approach is must for the development of priority sector. Providing timely and adequate credit at reasonable rates of interest is necessary. Their services must reach to all the sections of the community. Easy access to the banks should be major consideration in the rural areas.

(4) The increase in the NPA (Non Performing Assets) is a major problem in banking sector in India. It adversely affects lending capacity of the banks. It has to be brought down by improving recovery of loans and advances on time. It helps for lending more towards priority sector.

(5) Loan waiver scheme should be avoided. Because it spoils the good banking habit among the people and there by culture of repayment of loan will disappear. This in turn brings down the lending capacity of the banks and makes banker to lose their confidence to lend to priority sector. Instead of that more subsidies have to be provided for prompt and timely repayment of loans. It will give more strength to bank and motivate to lend more to priority sector.

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# Self-Employment Training and Entrepreneurship Development in Karnataka - A Study

*Human Resource is the most valuable asset to the society. So, it has to be developed in a proper way. Through this, people can give ultimate return to society, by making best of themselves and by helping others. Self-employment is one of the best method for the people to make their life meaningful by standing on their own without depending on others. Self-employment is very much suitable for those who have great confidence and desire to become their own bosses. So, making this beautiful way into a reality, proper training and development programmes are essential. In this context RUDSET Institutes in Karnataka are doing a wonderful job to build a great society and also contributing for the economic development of this region. RUDSETI, through its training is transforming the lives of rural people. Thus, effective training ultimately creates resourceful people to take up business challenges and to establish their own units to make their own earnings for living.*

## MAHAVEERA

### **I**ntrouction :

Self-employment training refers to the learning process that involves acquiring the skills, knowledge, concepts or attitudes to increase confidence of the persons, they can establish their own business unit. This will help in removing unemployment and poverty. Training improves the skills and knowledge of the persons, so that the person can start their own business.

Training effectiveness refers to the degree to which trainees are able to learn and apply the knowledge and skills, which they have acquired in the training program. The effectiveness of training depends upon such factors, like attitudes, interests, ability, willingness, values and expectations of the trainees and the training environment. The training program will be more effective if the trainees are eager to learn and if they are involved in the training. Further, contents of training program, teaching methods, trainers' ability to teach well and their ability to motivate also determine the effectiveness of training.

Effective training thus includes creating people with qualities like competency and resourcefulness to conduct specific self-employment venture to generate revenue.

The effective functioning of an individual depends upon the person's ability to perform their work at a satisfactory level and also their confidence and willingness to accept self-employment. The training institutes need to provide opportunities for training and provide an opportunity to the youths of the society to increase their knowledge, skills and

abilities so as to perform the chosen business. An adequate and sound training and development program increases the quality and improves the skills of the trainee to perform the chosen business activity. It aims to achieve long run survival and prosperity of the business.

Today, "The myth that entrepreneurs are born and not made is no longer holds good". It is possible to assist an interested and motivated person to become successful entrepreneurs through a variety of training programs and associated service activities. Training program thus assumes great significance as they should cater to the requirements specifically to each person or of homogenous groups. It is widely accepted that persons interested to become entrepreneurs will be greatly helped if appropriate training and development programs are made available to them. One can distinguish various levels of training by relating to the stages of development of a client along with the educational development continuum. However, it is also valid and safe to recognize the skill components that must comprise the sectors or areas of knowledge to help a person to become an effective self-employed trade's person or entrepreneur.

Self-enterprise and person's requirements are not static; they change from time to time in view of technological advancement and changes in the society. Trained individuals would be valuable assets to the rural development. Individual efficiency, productivity, progress and development to a greater extent depend on training. If training is not provided

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where necessary, it may lead to performance failure of the entrepreneurs. Self-employment objectives like viability, stability and growth can also be achieved through training. Thus, training consists of developing competence, commitment, creativity and making of a successful entrepreneur.

#### **Objectives of the Study :**

(1) To know working of Self-Employment training institutes in Karnataka

(2) To evaluate the necessity of training for the development of entrepreneurship.

(3) To study the skills and requirements for the Self-employment.

(4) To know the opportunities or types of Self-employment available for the aspirants.

(5) To evaluate Rural Development and Self-employment Training Institutes' contributions for the entrepreneurship development.

#### **Review of Literature :**

Training is an organized procedure by which people learn knowledge and acquire the skills they need for a definite purpose. Training is what is done to the trainee. This training is rooted in the learning process and learning is that human process by which skills, knowledge, habits and attitudes are acquired and utilized in such a way that behaviour is modified. In other words, training causes learning, a process that takes place within the trainee in which behaviour changes occur as a result of experience. Learning cannot be measured directly but the changes in behaviour that occurs as a result of learning can only be measured. Training may be defined as any procedure, initiated by a training institute, which intends to foster and enhance learning among the individuals.

Training is a forum where human principles of courtesy, integrity, honesty and behaviour can be correctly taught. The trainer should be of high caliber and respected within the institutes. The perception of individuals that training will help them grow in their self-employment ventures and give them better work satisfaction must be created. Training can be a significant tool in bringing about change. As an effective change agent, the training function must be systematic and orderly in providing assistance to solve problems and in achieving their entrepreneurial goals.

#### **Necessity of Training :**

New entrepreneurs require training so as to perform their tasks effectively. Instruction, guidance, coaching help them to handle enterprise completely for the accomplishment of goals without wastages. Training is necessary for the existing entrepreneurs to improve their performance at higher level. Entrepreneurs require fresh training so as to keep abreast of the latest developments. In the face of the field of technology changes makes absolute need for training. Training program is to fill the skill gaps. The objectives of training are to bridge the gap between existing performance ability and desired performance in self-employment. To impart new entrants, basic knowledge and skills are necessary for

an intelligent performance of desired task. To assist entrepreneur function more effectively in their task by exposing themselves to latest concepts, information and techniques and developing the new skills that they require in their future roles. To broaden the minds of entrepreneurs by providing them with opportunities for and interchange of experience within and outside with a view to correct narrow outlook.

Training may be defined as any organizationally planned effort to change the behaviour or attitudes who would like to take-up self-employment. So that they can perform to the acceptable standards. Edwin B Flippo<sup>5</sup> has defined training as "the act of increasing the skills of an individual for doing a particular job." Thus training is a process of learning sequence programmed behaviour. This behaviour being programmed is relevant to a specific phenomenon that is selected self-employment. Training provides knowledge and skills required for the self-employment, education is general, it aims being improved entrepreneur's general knowledge. Training is short term process of utilizing a systematic and organized procedure by which entrepreneurs learn technical knowledge and skills to take-up self-employment as a respectable means for the life.

V S Sooryanarayana expressed his opinion about the necessity of skills in employment. Author stressed the importance of training for the effective engage in any duty and self-employment. The efficient people are the asset for the economic development of country.

Athreya Sharma mentioned that there is a relationship between agriculture and human resource development. Human resource development is necessary for the progress in agriculture. Farmers have to be trained in all the sectors including new technology, dairy forming, horticulture etc.

Rajulapudi Srinivas stressed the importance of infrastructure and training for the industrial and economic development of the country.

#### **Contents of Training :**

The success of training program also depends on contents of training. The training contents should be premed very well according to the current needs. The content areas are information, acquisition of skills, attitudinal change, decision making and problem solving skills. The key learning principle is feedback or knowledge about one's performance. Training program should motivate trainees to learn. The trainees' characteristics i.e. ability level and individual differences counts a lot. The cost of training also should be considered. The vast content of training may involve more cost and time. Sometime, it may be unnecessary and also gives chances for confusion.

Thus, technical skills deal with things, human skills deal with people and conceptual skills deals with ideas. Since people in self-employment perform different kinds of duty, they require different kinds of skill mix. Osmond has identified eight specific skills required for an entrepreneur. These skills

are relating to balancing, interacting, setting priorities, setting and developing standards, conceptualizing, leading, matching oneself with one's enterprise and delegating.

Rajendra has identified various relevant personal skills as analytical skills, creativity, sense of high achievement, risk taking aptitudes, business aptitudes, leadership, knowledge of external environment, planning process and accuracy in work. Dasgupta has stressed the importance of problem solving, decision making and forecasting skills for a self-employing individuals.

#### **Need and Importance of Self-Employment :**

Self-employment is a noble career. It gives self-satisfaction for self-work. Anyone can take-up Self-employment, but before that one should understand the Self-employment clearly. To take-up Self-employment clear vision and strong determination is essential. Nothing can be achieved under compulsion. It should come within the individual.

At present, technology has improved a lot, skilled manpower is available, infrastructure facilities are developed, thousands of financial institutions are available in order to provide financial assistance, several government and non-government organizations are being providing training and support, the demand for the products and services have also tremendously increased within the country and also at the international level. Therefore, more and more youths should engage in Self-employment. The Self-employment may be little risky, but if it is managed in a systematic way, it will be a better means of livelihood. It provides more Self-satisfaction and status in the society.

Effective agriculture is also one of the Self-employment. There are many opportunities to start Self-employment to make one's life. At present, youths are in search of wage employment. But it will not be available to all. The wage or salaried job will not give full satisfaction and freedom. It is secured and less risky job. But one has to work under an employer. The employee cannot work according to his/her wish or desire; he/she should act according to the employer's wish. There is less scope for creative ideas and innovative skills. The personal development is also restricted. The income level is also determined. But for the Self-employment sky is the limit for the achievement and growth.

#### **Opportunities for Self-Employment :**

**Business / Enterprises :** Hotel business, Photographer, Flower merchant, Scrap business, Fruit Juice centre, Book stall, Cloth Centre or textile business, Footwear shop, Medical shop, Automobiles, Catering, Vegetable merchant, Grocery merchant, Ice cream business, Hardware shop, Pan shop, Coffee Powder, Screen Printing, Spectacle Lenses, Decoration on Glass & Ceramic Items, Rubber Stamps, Cane Juice Centre, Stationary Stores, Cold drink shop, Newspapers stall, Plastic articles shop, Ration shop, Retail sale of house construction materials, Electrical wiring and equipments shop, Furniture and home appliances shop.

**Service Oriented Ventures :** Watch repair, Radio repair,

TV repair, Beauty parlour, Tailoring, Motor rewinding, Carpenter work, Photo frame shop, Mobile service centre, Lamination centre, Xerox centre, Telephone booth, Mechanic, Computer service centre, Dobby shop. Dry cleaning and Laundry Unit, Grinding centre, Samiyana and sound system arrangements, Chilly Grinding, Electrical Instruments Repair, Cycle Servicing, Repair of Tractor, Trailers, Gold Plating, Baby sitting, Hair cutting saloon, Renting TV and VCP/DVD, Two or four wheeler repair and serving units, Sewing machine repairs and servicing units, Conducting sightseeing tours and Repair units of batteries.

**Small Industries :** Agarbathi production, Pen oil production, Printing press, bag Industry, Bakery business Semi-mechanised Bakery, Peanut Candy, Solar Cookers, Pen Type Electrical Tester, Solar Water Heater, Buckets, Trunks from Sheet Metal, spoons, Tava etc from old articles, TV Stand, Wire Hangers, Policed Stone Blocks, Slate Pencils, Concrete Jally, Building Bricks, Shine Polish for any material, Liquid Detergent, Injection Moulded Plastic Goods, Sealing Wax. Fountain Pen Ink, Floor Polish, Hair Oil, Grease. Dry Distemper, Boot Polish, Distilled Water (Battery Grade) Wooden Toys, Cane Products, Card Board Boxes, cleaning Power, Soap and detergent powder manufacturing, Readymade garments, Embroidery, Oil mill, Packing units, fishery units, Leather products, Biscuit production, Candle manufacturing, Machinery manufacturing, Tiles manufacturing units, Shampoos, Talcum powder scents and Vehicle spare parts.

**Home Based :** Effective agriculture, Curry Powder, Dairy forming, Pickle production, Toy making, Greetings card making, Flaked Rice, Banana and Potato Chips, Papad making, Paper Plates and Cups, Paper Bags and Envelopes, Book Binding, Handloom Sarees, Brassieres and Pillow Covers, Decorative Clay Items, Napthalene Balls, Sanitary Napkins, Masala powder preparation, Preparation of Supari powder, Popcorn, Poultry, Woollen Cloths, Sericulture, Saree falls, picko and Button fixing works. Job typing, Sikkakai powder production, Mat preparation, Readymade food preparation and selling.

#### **Requirements for Self-Employment :**

**Psychological Requirements :** Self-motivation, Self-confidence, Ambition, Desire-to-Achieve, Courage, Hard-working-mentality, Disciplined, systematic personality, Charming and dynamic, Ready to accept responsibilities, Believe in work, Honesty Enthusiasm Sociability No inferiority

**Mental Requirements :** Good communication skills, Human relationship skill, Ability to understand the opinion of others, Intelligence and brevity, Creativity, Innovative Skill, Strong Mental Balance, Time management, Dealing with failures, Leadership

**Technical Knowledge requirements :** Risk bearing capacity, Problem facing and solving capacity, Organizing capacity, Strict in administration, Concern for employees, Decision making capacity, Sound judgment, knowledge of product, Knowledge of consumer, Knowledge of Government

policy, Knowledge of marketing conditions, Knowledge of Competition, Knowledge of demand, Experience, Book keeping, Imagination, Use of feed Backs

**External Requirements :** Minimum education, Financial support, Effective training, Encouragement and support, Govt. Facilities, Infrastructure, Factors of Production

**Contributions of Rural Development and Self-employment Training Institutes for the Entrepreneurship Development:**

There are 27 RUDSET institutes in India and out of which 7 are in Karnataka state. These institutes contribution for the entrepreneurship development is remarkable. The following table will give the clear picture of achievements of RUDSET institutes in Karnataka :

RUDSET Institute	Total No. of Candidates Trained	Total No. of Candidates Settled	Rate of Settlement
Ujire	22,282	15,538	70%
Dharwad	28,466	20,765	73%
Mysore	23,885	17,036	70%
Bangalore	17,988	13,339	71%
Brahmavar	22,352	16,223	72%
Chithradurga	30,655	22,316	72%
Bijapur	28,249	21,061	73%

**Summary and Conclusion :**

Through this study it can be concluded that Human Resource is the most valuable asset to the society. So, it has to be developed in a proper way. Through this, people can give ultimate return to society, by making best of themselves and by helping others. Self-employment is one of the best method for the people to make their life meaningful by standing on their own without depending on others. Self-employment is very much suitable for those who have great confidence and desire to become their own bosses. So, making this beautiful way into a reality, proper training and development programmes are essential.

In this context RUDSET Institutes in Karnataka are doing a wonderful job to build a great society and also contributing for the economic development of this region. RUDSETI, through its training is transforming the lives of rural people. Thus, effective training ultimately creates resourceful people to take up business challenges and to establish their own units to make their own earnings for living.

The training given by the RUDSETI is more effective and recognizable. All the seven RUDSET institutes in Karnataka are performing in a remarkable way in their concerned regions and RUDSET institutes are moving towards its motto of Pioneering Effort in Rural Entrepreneurship Development. Because of effective training, the settlement rate achieved by the RUDSETI is more than 70%. This credit will go to RUDSETI Sponsors, President, and Executive Director, Directors of each RUDSETI and all the staff members of RUDSETI.

Thus, RUDSETI entrepreneurship training is not only self-employment training, it is also a training and education for life.

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## E-Tailing : A Study about Attitude of Consumers

*Online shopping has become order of the day. Consumers instead of searching for sparing time to purchase needed quantity and quality of products, preferring e-shopping. This has created an opportunity for venders to provide more and more choices as well as preferences at remarkable price. The study conducted with the intention of understanding the perception of consumers towards E-shopping.*

**RAJARAMA K. L.**

### **P**relude :

“E-tailing means the selling of retail goods on the internet”. E-tailing leads to the development of e-tail ware software tools for creating and managing the business connected with doing e-tailing. The word e-tail has been originated from the word 'retail'. E stands for 'electronic' since the shopping process happens through the electronic media (internet). With the use of a web-space a virtual shop is created and the products are displayed through images in this in this space with the features and price tags. By accessing this shopping site a customer can choose his/her products into a cart. The product would be delivered to the address specified by the customer. Some of the steps involved in e-tailing for shopping process through internet media happens in generally customer visit, choice of product, payment online, product delivery, customer feedback. Some of the benefits have been observed by the researcher in e-tailing are less space, easy Access, saves time. Platform for various goods are amazon.com, flipkart.com, infibeam.com, myntra.com, e-bay.com, Indiatimeshopping.com.

### **Statement of The Problem :**

Electronic retailing (e-tailing) is a buzzword for any business-to-consumer (B2C) transactions that take place over the Internet. Simply to put, e-tailing is the sale of goods online. Companies like Amazon and Flipkart created the online retail industry by putting the entire customer experience - from browsing products to placing orders to paying for purchases - on the Internet. The success of these and other companies encouraged more traditional retailers to create an online presence to augment their brick-and-mortar outlets.

Hence an attempt is made in this direction to study who are all the consumers of e-tailing? What are their experiences? What behave they are showing?

### **Objectives :**

- (1) To understand the concept of e-tailing.
- (2) To know the types of products purchased online.
- (3) To study about frequency of purchase.
- (4) To understand the continuity of purchase.
- (5) To rate the online shopping.

### **Methodology :**

**Primary Source :** Primary data has been collected by conducting field survey of 30 respondents selected by following random sampling technique. Information obtained through personally interviewing the consumers with a structured interview schedule.

**Secondary Source :** It has been collected through referring different books and journals related to study area.

**Analysis of Data :** The data were analyzed with the help of percentage, ratio rate etc.

**Scope of the Study :** The scope of this study is restricted to the Sagar Taluk. Opinion has been gathered from E-retailing customers of Sagar.

### **Limitations of The Study :**

- (1) **Small number of respondents :** Only 30 respondents have been chosen.
- (2) **Unwillingness of respondents :** The collection of data suffers from unwilling to fill the questionnaire by few respondents.

### **Analysis and Interpretation of Data :**

Table 1 shows that among total respondents, 40.90 percent of respondents use internet for purchase of electronic

**Table 1 : Types of Products**

Products	No. of respondents	Percentage
Durables	2	4.55
Cosmetics	2	4.55
Books	15	34.09
Electronic goods	18	40.90
Other	7	15.91
<b>Total</b>	<b>44</b>	<b>100</b>

**Source :** Survey Data.

**Note :** Total exceeds 30 due to the multiple products are purchased by the consumers through online.

goods, 34.09 percent for books, 15.91 percent for others, 4.55 percent for durable, and other 4.55 percent for cosmetics.

**Table 2 : Frequency of Purchase**

Time	No. of respondents	Percentage
One time	1	3.33
Two time	7	23.33
Three time	3	10
Four time	2	6.67
Above five time	17	56.67
<b>Total</b>	<b>30</b>	<b>100</b>

**Source :** Survey Data.

Table 2, shows that out of 30 respondents. 56.67 percent of the respondents are purchase product more than five times through online, 23.33 percent of the respondents are purchase two times, 10 percent of the respondents are purchase three times, 6.67 percent of the respondents are purchase four times and rest 3.33 percent of the respondents are purchase only one time through online.

**Table 3 : Continuation of Online Shopping**

Opinion	No. of respondents	Percentage
Yes	25	83.33
No	5	16.67
<b>Total</b>	<b>30</b>	<b>100</b>

**Source :** Survey Data.

From the table 3 it is evident that, out of 30 respondents, 83.33 percent of respondents are happy to engage in online shopping in future. Only 16.67 percent of respondents are decided to discontinue the online shopping.

**Table 4 : Rate of Online Shopping Experience**

Experience	No. of respondents	Percentage
Excellent	7	23.33
Good	18	60
Average	5	16.67
Bad	-	-
Worst	-	-
<b>Total</b>	<b>30</b>	<b>100</b>

**Source :** Survey Data.

Table 4 depicts that out of 30 respondents, 23.33 percent of the respondents are rated as online shopping is excellent. 60 percent of the respondents are rated as good and remaining 16.67 percent of respondents rated as average.

### **Findings, Suggestions and Conclusion :**

#### **Findings :**

- (1) E-shopping is more for electronic goods.
- (2) Majority respondents are purchasing online more than five times.
- (3) Continued habit of purchasing by large number of consumers.
- (4) Online purchase is good for large consumers.

#### **Suggestions :**

- (1) Different types of goods have to be bought under E-tailing.
- (2) As E-shopping is convenient, more and more consumers need to purchase goods under this mode.
- (3) Home purchase cashless is required to be made online.

#### **Conclusion :**

Online shopping has become order of the day. Consumers instead of searching for spare time to purchase needed quantity and quality of products, preferring e-shopping. This has created an opportunity for vendors to provide more and more choices as well as preferences at remarkable price. The study conducted with the intention of understanding the perception of consumers towards E-shopping.

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# Advantage and Disadvantage of Foreign Direct investment in India

*FDI can be a cross border investment, where foreign assets are invested into the organizations of the domestic market excluding the investment in stock. It brings private funds from overseas into products or services. The domestic company in which foreign currency is invested is usually being controlled by the investing foreign company. Eg. An American company taking major stake in a company in India. Their ROI is based on the performance of the project. In the past decades, FDI was concerned only with highly industrialized countries. US was the world's largest recipient of FDI during 2006 with an investment of 184 million from OECD (Organization for Economic Co-operation and Development) countries.*

## ADIL MASHKOOR

**F**oreign direct investment (FDI) is an investment in a business by an investor from another country investorthat includes merger, establishing operations or acquiring tangible assets, including stakes in other businesses. Foreign direct investment is in contrast to portfolio investment which is a passive investment in the securities of another country such as stocks and bonds.

Foreign investment was introduced in 1991 as Foreign Exchange Management Act (FEMA), impelled by Finance Minister Manmohan Singh. India disallowed overseas corporate bodies (OCB) to invest in India. Starting from a baseline of less than \$1 billion in 1990, a recent UNCTAD survey projected India as the second most important FDI destination (after China) for transnational corporations during 20102012. As per the data, the sectors that attracted higher inflows were services, telecommunication, construction activities and computer software and hardware. Mauritius, Singapore, US and UK were among the leading sources of FDI. Based on UNCTAD data FDI flows were \$10.4 billion, a drop of 43% from the first half of the last year.

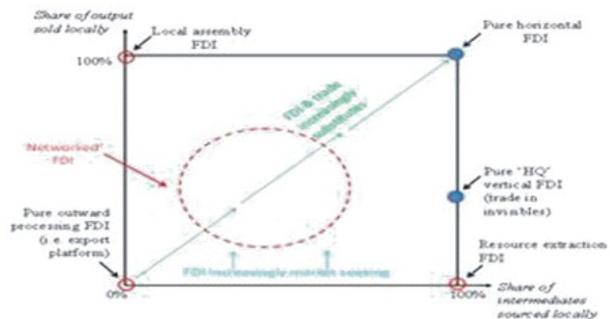
The above pictures show that the meaning of the term Foreign Direct Investment.

### Types of Foreign Direct Investment :

**Horizontal FDI** arises when a firm duplicates its home country-based activities at the same value chain stage in a host country through FDI.

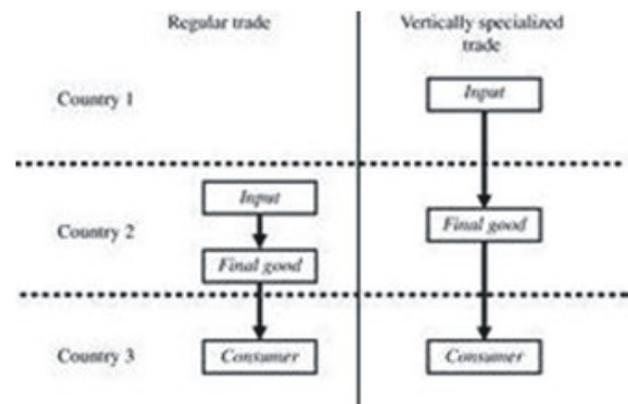
Horizontal FDI, when multi-plant firms duplicate roughly the same activities in multiple countries from its home country through FDI

**Vertical FDI** takes place when a firm through FDI moves



upstream or downstream in different value chains i.e., when firms perform value-adding activities stage by stage in a vertical fashion in a host country.

### Strategy of foreign direct investment :



The foreign direct investor may acquire voting power of an enterprise in an economy through any of the following methods :

(a) by incorporating a wholly owned subsidiary or

company anywhere **(b)** by acquiring shares in an associated enterprise **(c)** through a merger or an acquisition of an unrelated enterprise **(d)** participating in an equity joint venture with another investor or enterprise foreign direct investment incentives may take the following forms **(e)** low corporate tax and individual income tax rates **(f)** Infrastructure subsidies **(g)** other types of tax concessions **(h)** preferential tariffs **(i)** special economic zones **(j)** EPZ - Export Processing Zones **(k)** Bonded Warehouses **(l)** Maquiladoras **(m)** soft loan or loan guarantees and investment financial subsidies **(a)** free land or land subsidies **(o)** relocation & expatriation **(p)** derogation from regulations (usually for very large projects).

#### **Advantages of foreign direct investment :**

In the global economy today, we see many developing countries competing for foreign direct investment. FDI is said to be an important factor for spurring the development of a nation. Let's take a look at some of the advantages of foreign direct investment for a nation.

Foreign direct investment has lots of advantages for both the investor and the recipient. One of the soul benefits is that it allows money to freely go to whatever business has the best prospects for growth anywhere in the world. That's because investors aggressively seek the best return for their money with the least risk. This motive is color-blind, doesn't care about religion or form of government.

This gives well-run businesses - regardless of race, color or creed - a competitive advantage. It reduces (but, of course, doesn't eliminate) the effects of politics, cronyism and bribery. As a result, the smartest money goes to the best businesses all over the world, bringing these goods and services to market faster than if unrestricted FDI weren't available. Investors receive additional benefits. Their risk is reduced because they can diversify their holdings outside of a specific country, industry or political system. Diversification always increases return without increasing risk.

Businesses benefit by receiving management, accounting or legal guidance in keeping with the best practices practiced by their lenders. They can also incorporate the latest technology, innovations in operational practices, and new financing tools that they might not otherwise be aware of. By adopting these practices, they enhance their employees' lifestyles, helping to create a better standard of living for the recipient country. In addition, since the best companies get rewarded with these benefits, local governments have less influence, and aren't as able to pursue poor economic policies.

The standard of living in the recipient country is also improved by higher tax revenue from the company that received the foreign direct investment. However, sometimes countries neutralize that increased revenue by offering tax incentives to attract the FDI in the first place.

Another advantage of FDI is that it can offset the volatility created by "hot money." Short-term lenders and currency traders can create an asset bubble in a country by investing lots of money in a short period of time, then selling

their investments just as quickly. This can create a boom-bust cycle that can wreak economies and political regimes. Foreign direct investment takes longer to set up, and has a more permanent footprint in a country.

#### **Disadvantages of foreign direct investment :**

Although FDI brings with lot of advantages but it is also not free from disadvantages. One of the measurements of economic development in a low-income economy is the increase in the nation's level of capital stock. A developing nation may increase the amount of capital stock by incentivizing and encouraging capital inflows, and this is generally done through the attraction of FDI. It has been widely discussed and upheld that amongst various forms and modes of capital inflows, FDIs are favoured, because of their long-term durability and commitment to a host country's economy. FDIs are less susceptible to short-term changes in market conditions, which ensures a certain level of continuity and stability in the money flow.

#### **The forms of business by a foreign company in India :**

A foreign company planning to set up business operations in India may :

**(i)** Incorporate a company under the Companies Act, 1956, as a Joint Venture or a Wholly Owned Subsidiary.

**(ii)** Set up a Liaison Office / Representative Office or a Project Office or a Branch Office of the foreign company which can undertake activities permitted under the Foreign Exchange Management (Establishment in India of Branch Office or Other Place of Business) Regulations, 2000.

#### **The procedure for receiving foreign direct investment in an Indian company :**

An Indian company may receive Foreign Direct Investment under the two routes as given under :

**(1) Automatic Route :** FDI is allowed under the automatic route without prior approval either of the Government or the Reserve Bank of India in all activities/sectors as specified in the consolidated FDI Policy, issued by the Government of India from time to time.

**(2) Government Route :** FDI in activities not covered under the automatic route requires prior approval of the Government which are considered by the Foreign Investment Promotion Board (FIPB), Department of Economic Affairs, and Ministry of Finance. Application can be made in Form FC-IL, which can be downloaded from <http://www.dipp.gov.in>. Plain paper applications carrying all relevant details are also accepted. No fee is payable.

The Indian company having received FDI either under the Automatic route or the Government route is required to comply with provisions of the FDI policy including reporting the FDI to the Reserve Bank. FDI is prohibited under the Government Route as well as the Automatic Route in the following sectors:

**(a)** Atomic Energy **(b)** Lottery Business

**(c)** Gambling and Betting **(d)** Business of Chit Fund

**(e)** Agricultural (excluding Floriculture, Horticulture, Development of seeds, Animal Husbandry, Pisci culture and cultivation of vegetables, mushrooms, etc. under controlled

conditions and services related to agro and allied sectors) and Plantations activities (other than Tea Plantations) (c.f. Notification No. FEMA 94/2003-RB dated June 18, 2003).

#### **FDI in banking sector :**

This is in continuance of our series on Consolidated FDI Policy of India 2012 by DIPP. In this article Perry4Law and Perry4Law Techno Legal Base (PTLB) would discuss the FDI in banking sector of India under the consolidated FDI policy of India 2012. FDI in private banking sector of India is allowed up to 74% where FDI up to 49% is allowed through automatic route and FDI beyond 49% but up to 74% is allowed through government approval route.

These conditions must also be satisfied in this regard:

(1) This 74% limit will include investment under the Portfolio Investment Scheme (PIS) by FIIs, NRIs and shares acquired prior to September 16, 2003 by erstwhile OCBs, and continue to include IPOs, Private placements, GDR/ADRs and acquisition of shares from existing shareholders.

(2) The aggregate foreign investment in a private bank from all sources will be allowed up to a maximum of 74 per cent of the paid up capital of the Bank. At all times, at least 26 per cent of the paid up capital will have to be held by residents, except in regard to a wholly-owned subsidiary of a foreign bank.

(3) The stipulations as above will be applicable to all investments in existing private sector banks also.

(4) The permissible limits under portfolio investment schemes through stock exchanges for FIIs and NRIs will be as follows:

(i) In the case of FIIs, as hitherto, individual FII holding is restricted to 10 per cent of the total paid-up capital, aggregate limit for all FIIs cannot exceed 24 per cent of the total paid-up capital, which can be raised to 49 per cent of the total paid-up capital by the bank concerned through a resolution by its Board of Directors followed by a special resolution to that effect by its General Body.

(a) Thus, the FII investment limit will continue to be within 49 per cent of the total paid-up capital.

(b) In the case of NRIs, as hitherto, individual holding is restricted to 5 per cent of the total paid-up capital both on repatriation and non-repatriation basis and aggregate limit cannot exceed 10 per cent of the total paid-up capital both on repatriation and non-repatriation basis. However, NRI holding can be allowed up to 24 per cent of the total paid-up capital both on repatriation and non-repatriation basis provided the banking company passes a special resolution to that effect in the General Body.

#### **FDI in the retail sector :**

Retailing is one of the world's largest private industry. Liberalizations in FDI have caused a massive restructuring in retail industry. The benefit of FDI in retail industry superimposes its cost factors. Opening the retail industry to FDI will bring forth benefits in terms of advance employment, organized retail stores, availability of quality products at a better and cheaper price. It enables a country's product or service to enter into the global market.

#### **Cheaper production facilities :**

FDI will ensure better operations in production cycle and distribution. Due to economies of operation, production facilities will be available at a cheaper rate thereby resulting in availability of variety products to the ultimate consumers at a reasonable and lesser price.

#### **Availability of new technology :**

FDI enables transfer of skills and technology from overseas and develops the infrastructure of the domestic country. Greater managerial talent inflow from other countries is made possible. Domestic consumers will benefit getting great variety and quality products at all price points.

#### **Conclusion :**

Thus from the above we conclude that FDI can be a cross border investment, where foreign assets are invested into the organizations of the domestic market excluding the investment in stock. It brings private funds from overseas into products or services. The domestic company in which foreign currency is invested is usually being controlled by the investing foreign company. Eg. An American company taking major stake in a company in India. Their ROI is based on the performance of the project. In the past decades, FDI was concerned only with highly industrialized countries. US was the world's largest recipient of FDI during 2006 with an investment of 184 billion from OECD (Organization for Economic Co-operation and Development) countries. France, Greece, Iceland, Poland, Slovak Republic, Switzerland and Turkey also have a positive record in FDI investments. Now, during the course of time, FDI has become a vital part in every country more particularly with the developing countries. Availability of cheap labor, Uninterrupted availability of raw material, Less production cost compared with other developed countries, Quick and easy market penetration are the reasons for that.

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## Problems and Challenges faced by Women Entrepreneurs in India

*Women constitute the Family, which leads to society & nation. So, social & economic development of women's is necessary for overall economic development of any society or a country. But in India, although women constitute the half of the total population, but the entrepreneurial world is still a male dominated one. Almost in all countries women owned businesses are highly increasing. But Indian women entrepreneurs are facing major constraints. Entrepreneurship is the state of mind which every woman has in her but due to lack of back support women's could not perform according to her capability. So through this study, an attempt is made to investigate the problems & challenges faced by women entrepreneurs in India and suggest the measures to overcome the barriers. **Key Words** : Women entrepreneurs, economic development, problems, Govt. schemes, measures.*

**DR. PRIYA AZAD**

### **I**ntroduction :

Generally economic development of any country depends on the efforts and capabilities of people to generate goods and services. This effort is labeled as "entrepreneurship". Women entrepreneurship may be defined as the women or a group of women who initiate, organize & operate a business enterprise. In India whether male or female entrepreneurs both are scarce to enter in this sector because of many reasons like capital arrangement, business networks, adequate training etc but here females have to face gender biases stemming from socio-economic factors. As compared to western nations Indian women's are mostly either house wives or illiterates or a fresh graduate with no previous experience of running business. Due to this they have to face so many challenges & barriers in this field. According to World Bank, investing more in women enterprises rather than in man reduces the inequalities & poverty and there after ensures the economic development of a nation. Today government has also offered a variety of programmes for women entrepreneurs to remove inequalities. In India, due to lack of back support and because still India is male dominated country, women's have to face major hurdles to run their enterprise successfully.

"When women moves forward, the family moves, the village moves and the nation moves"

**Pandit Jawaharlal Nehru**

### **Objectives of The Study :**

- (1) To find out the problems encountered by women entrepreneurs.
- (2) To review the policies & schemes for women entrepreneurs in India.
- (3) To give suggestions for development of women entrepreneurs in India.

### **Methodology of The Study :**

The paper is based on extensive study of secondary data collected from national & international journals and public and private publications available on various websites and in libraries focusing on various aspects of entrepreneurship.

### **Reasons for Becoming Entrepreneurs :**

In India the entry of women into business is traced out as an extension of their kitchen activities mainly 3 P's "Pickle, Powder & Pappad" but with the spread of education and passage of time women started shifting from 3 P's to modern 3 E's i.e. "Energy, Electronics and Engineering". One of the important reason of becoming entrepreneur is a strong desire to do something positive & contributing to family expenses. Many women start a business forcefully due to some traumatic event, such as divorce, widow, health of family members or other economic reasons. Today women want their independent entity in the society and she want to achieve their own destinies. Due to changing scenario women want to do optimum use of their technical education and qualifications.

### **Problems faced by Indian Women Entrepreneurs :**

The biggest problem of women entrepreneur in India is that she is a women. Indian women's have to face many challenges & suffer from male reservations at all levels i.e. family support, traditions, customs, social & cultural values, inequalities ,health issues, training, licensing, marketing etc. In modern age due to separation of joint families many women's don't get the support of elders. In rural areas the situation is very difficult; here elder women's rooted the attitude of inequality. All this problems are broadly classified as follows :

#### **(1) Financial Problems :**

- (a) Limited working capital.
- (b) Recovery of amount related to Sales on credit.
- (c) Fear of taking risk for lumpsum investment.
- (d) Complicated & lengthy procedures of loan sanctioning.
- (e) Unawareness about the source of borrowing.

#### **(2) Marketing Problems :**

- (a) Stiff competition in market.
- (b) Exploitation by middleman.
- (c) High cost of sales promotion.
- (d) Fluctuation in the demand of product/services.
- (e) Fluctuation in the price of product/services.

#### **(3) Socio-Personal Problems :**

- (a) Limited liberty to women's.
- (b) Negative attitude of the labour force.
- (c) Male dominated society.
- (d) health related problems.
- (e) lack of education of girls due to many reasons.

#### **(4) Production Problems :**

- (a) Inability to keep pace with recent advances in technology.
- (b) inadequate availability of proper working area.
- (c) problem of scarcity of raw material during production.
- (d) lack of awareness and training to manage overall production.

#### **(5) Labour Problems :**

- (a) Non availability of skilled & experienced personal.
- (b) Absenteeism.
- (c) Strike of labours for high salary/wages/bonus demand.
- (d) High turnover of staff/workers.

#### **(6) Technical Problems :**

- (a) Difficulty in repairs & maintenance of machinery.
- (b) Lack of technical knowledge.
- (c) Unavailability of modern technology.
- (d) Lack of specialization to work on special project.

#### **(7) Dual Responsibility :**

Women's generally play double role in their life, one at working place and second at home. here time management for both responsibilities is very tough, which create conflict. They spend long hours in business and as a result, they find it difficult to fulfill the expectations of family members.

### **Government Schemes for Empowerment of Women Entrepreneurs :**

(1) Support to training & employment programme for women (STEP) was launched in 1986.

(2) Rashtriya mahila kosh (RMK) was setup in 1993.

(3) Mahila Coir Yojana managed by the coir Board under ministry of MSME was launched in 1994.

(4) Swayam siddh scheme (women empowerment programme) was launched in 2001.

(5) Trade related entrepreneurship assistance & development (TREAD) for women.

(6) raining of rural youth for self employment (TRYSEM).

(7) Entrepreneurial development programme (EDP'S).

(8) Women's development corporation (WDC'S).

(9) Assistance to rural women in nonfarm development (ARWIND) schemes.

(10) Mahila vikas yojna.

(11) SBI's stree shakti scheme.

(12) Rajiv Gandhi mahila vikas pariyojna (RGMVP).

In short in India there are many federations & associations of women entrepreneurs are running which provide financial support and training to women's for their growth.

#### **Suggestions for The Growth of Women Entrepreneurs in India :**

There are sufficient schemes & support from gov. for the development of womens, but due to lack of awareness & self confidence they are not stepping forward to take benefit of it. Here are some suggestions to solve the problems faced by women entrepreneurs

(1) Government should conduct frequent and regular training programmes for women entrepreneurs. The best way is to make such training compulsory for them. In such case it will be better to establish women development cell.

(2) Finance is major issue for women entrepreneurs, so gov. should increase subsidy on loans for women's & to attract more women interest free loans should provided to them.

(3) Special attention should provide towards women's belonging to scheduled caste & economically backward communities.

(4) The parents of unmarried women's should be encouraged in spending money on setting up their business rather than giving preference to their marriage.

(5) Women entrepreneurs should encourage starting their business as joint stock company rather than a sole trade.

(6) For proper marketing of their products the women cooperative societies can be started which help them to sell their products at reasonable price.

(7) Improper location create hurdle for business. So there should be proper reservation for women entrepreneurs. Plots should be strictly allocate according to reservation norms.

(8) Married women can work smoothly only when her family gives full support to her, so all family members should give encouragement & motivation to her and not underestimate the capabilities of women's.

#### Conclusion :

Even though there are many women entrepreneurs in our country which consider their problems as a step to success & innovation. They take these problems as challenge and face it boldly, instead of running from it. Indira nooyi, Kiran Mazumdar Shaw, Manohar Chhabria, Neelam Dhawan, Shahnaz Hussain, Lalita Gupte, Ekta Kapoor are some successful names of women entrepreneurs in their respective fields in India. But the overall situation is disappointing. So, strong efforts should make to provide entrepreneurial awareness & special skill development programs for women. As from this research it is clear that the role of women entrepreneurs in economic development of nation is being recognized now & essential steps are also taken by govt., but women's should understand her inner strength and should have self confidence on herself and then only the joint efforts of govt., financial institutions, NGO's can be successful. So, for development of women entrepreneurs there is a need for multi dimensional approach from different sectors.

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## UGC -

### APPROVED - JOURNAL

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ISSN Number :	09731628
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Publisher :	Research Link
Country of Publication :	India
Broad Subject Category :	Arts & Humanities; Multidisciplinary; Social Science
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### शोध-पत्र भेजने संबंधी नियम

- (1) शोध-पत्र 1500-1700 शब्दों से अधिक नहीं होना चाहिए।
- (2) हिन्दी एवं मराठी माध्यम के शोधपत्रों को कृतिदेव 10 (Kruti Dev 010) में टाईप करवाकर 'पेजमेकर 6.5' में भेजें।
- (3) पंजाबी माध्यम के शोधपत्रों को अनमोल लिपि (AnmolLipi) या अमृत बोली (Amritboli) या जॉय (Joy) में टाईप करवाकर 'पेजमेकर 6.5' में भेजें।
- (4) अंग्रेजी माध्यम के शोधपत्र टाईम्स न्यू रोमन (Times New Roman), एरियल फॉन्ट (Arial) में टाईप करवाकर 'पेजमेकर 6.5' या 'माइक्रोसाफ्ट वर्ड' में भेजे जा सकते हैं।
- (4) शोधपत्र की विधि - (1) शीर्षक (2) एबस्ट्रेक्ट (3) की-वर्ड्स (5) प्रस्तावना/प्रवेश (5) उद्देश्य (6) शोध परिकल्पना (7) शोध प्रविधि एवं क्षेत्र (8) सांख्यिकीय तकनीक (9) विवेचन या विश्लेषण (10) सुझाव (11) निष्कर्ष एवं (12) संदर्भ ग्रंथ सूची।
- (6) संदर्भ ग्रंथ सूची इस प्रकार दें -

#### For Books :

(1) Name of Writer, "Name of Book", Publication, Place of Publication, Year of Publication, Page Number/numbers.

#### For Journals :

(2) Name of Writer, "Title of Article", Name of Journal, Volume ....., Issue ....., Page Numbers.

#### Web references :

<http://utc.iath.virginia.edu/interpret/exhibits/hill/hill.html>

(7) गुजराती माध्यम के शोधपत्र हरेकृष्णा (Harekrishna), टेराफॉन्ट वरुण (Terfont Varun), टेराफॉन्ट आकाश (Terfont Aaksah) में टाईप करवाकर 'पेजमेकर 6.5' में भेजे जा सकते हैं।

(8) शोधपत्र की साफ्टकॉपी रिसर्च लिंक के ई-मेल आईडी researchlink@yahoo.co.in पर भेजने के बाद हॉर्डकॉपी, शोधपत्र के मौलिक होने के घोषणा पत्र के साथ हस्ताक्षर कर 'रिसर्च लिंक' के कार्यालय को प्रेषित करें।

