

**The impact of Entrepreneurship Development Schemes on women:  
A study of women run micro enterprises in selected suburbs of Mumbai**

**Minor Research Project**

**Submitted to**

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## **Executive Summary**

Women comprise around 50% of the entire earth populace. The same is applicable to Indian continent also. They are therefore, considered as the better half of the humanity. In conventional humanities, they were restrained within the households, executing domestic duties. In modern-day association, they have come out to partake in all category of happenings. Females of our nation are no more treated as good-looking attractions. They too are appreciating the results of liberalization, marking an authority on the local and global domain.

Entrepreneurship or entrepreneurism is the lifeblood of any nation, specifically in a developing country like Bharat. It is the method of ascertaining openings in the marketplace and utilizing the reserves available to exploit the openings for long-standing expansions. It is a complex phenomenon, which involves innovation and risk taking. In the Indian context, an Industrialist is expressed as a person (or assemblage of persons) responsible for existence of a new enterprise.

Small Scale Industries serve as seed-beds of entrepreneurship. They function as a nursery of empire-building and supervisory ability. They promote entrepreneurism among people from diverse backgrounds. Enterprise progress and SSI enlargement are the two sides of the same concept. Small-scale enterprise is the initiation into entrepreneurship and it is also true that rapid growth of this segment is chiefly due to entrepreneurship elaboration.

Indian women entrepreneurs are generally caught up in the dual responsibility of running a family and entering the enterprising world, where both the responsibilities are highly demanding and need proper organization of time allocation, management and psychological frame of mind. Hence, age of entry into the enterprising world becomes crucial for a successful venture.

The present research proceeds with the objectives of finding out the awareness levels and the impact of entrepreneurship development schemes on women entrepreneurs.

The research study has a test range of 150 respondents out of a universe of 500 ladies in suburbs of Mumbai, which represents 30% of the population. The study uses possibility sample mode where every impresario will have a chance of being selected.

The survey throws light on the cognizance levels of womenfolk financiers regarding the entrepreneurship enlargement schemes. The survey also indicated the willingness on the part of the women entrepreneurs to know about the scheme.

The research indicated a positive correlation between EDS and empowerment.

The entrepreneurs felt contented about the EDS as it had helped them to manage their small businesses, assisted them in identifying further businesses and developing their technical skills.

The survey and the hypothesis testing indicate that women lack awareness towards EDPs. Hence, just by introducing new policies and launching novel programmes, the Government will not be able to guarantee success. A mass awareness campaign needs to be launched. This work is conducted in an urban set up and it is a grave challenge that even with education, the awareness levels are very low.

The respondents who had taken advantage of EDPs were very sure of its success and its ability in empowering them. Hence, media sources such as TV, radio and newspapers should be utilised as important source of information. Periodic camps at different places should be organized so that awareness can be generated.

The study reveals that all women entrepreneurs are not aware of the entrepreneurship development schemes. Amid those who were knowing about the policies, majorly believed that EDS necessarily helps in increasing the prospects of entrepreneurship amongst businesswomen in micro units. This implies that there exists a relationship between women EDPs and women empowerment.