

MSME IMPACT TOWARDS EMPOWERMENT OF WOMEN ENTREPRENEUR**Ms. J. ARUNA,**

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E-mail: sankarzee.c@gmail.com**Abstract:**

Women constitute almost half of the world's population. Over 50% of people globally, including those in India, are women. Nonetheless, women are believed to contribute less to the country's economic expansion than do males. The traditional perspective that views women as housewives The primary obstacle preventing women in this country from actively participating in economic activities is that their male counterparts are responsible for providing for the household. But in recent decades, women have played a bigger role in the country's economic development. Historically, women have been assigned less important roles and responsibilities while men have held prominent positions in society. Women's entrepreneurship has been acknowledged as a major untapped source of economic growth over the last 10 years. As stated in the Government of India's Annual Report 2020–21, Ministries of MSMEs, the With an estimated 630.52 lakh businesses, the micro sector employs 1076.19 lakh people, or nearly 97% of all jobs in the industry. Out of the total number of workers in the MSME sector, 1.75 lakh (0.16%) are employed in the medium sector and 31.95 lakh (2.88%) work in the small sector, which employs 3.31 lakh individuals. It also estimates that 844.68 (76%) of the 1109.89 lakh workers in the MSME sector are men and the remaining 264.92 lakh (24%) are women. This study examines about the MSME impact towards empowering the women entrepreneur.

Keywords: Entrepreneur, MSME Sector, women empowerment.**INTRODUCTION**

Empowering women economically is the most practical and effective strategy. The most powerful women in all automobile and class lines are not an exception to this; women's genetic makeup has province. Gender equality for women in the grip of Indian social economic constructs micro, small, and medium-sized businesses will play a big part in this MS function. Anthropological studies have repeatedly shown that they are industries, pointing to the discovery of agricultural and cottage industries' advantage in their economic environment. Today's women should strive to create a league of female entrepreneurs that spans all age groups as they combat the stigmas, taboos, and myths around economic employment. Through nutrition education, modernization preparation, enhanced loan availability, CSR training for female entrepreneurs, and other measures, the Government of India has improved the overall development of women. and women's industrial interface, interaction with the newest technology. The present Indian government has placed a high priority on teaching women about the needs of both the domestic and international economy.

A course for female entrepreneurs with a distinct focus on service, like

- Identifying and grouping female students into interest categories for professional and corporate vocations in all subject areas
- Planning short-term training for women's skill-building initiatives.
- organising workshops and seminars on a regular basis for female entrepreneurs.

- Invite prominent women entrepreneurs from a range of industries to motivate female students.
- Organising a camp to raise awareness of entrepreneurship

WOMEN EMPOWERMENT:

Resource management is the primary instrument for power transfer in Caroline Moser's 1993 concept of empowerment, which places a strong emphasis on the individual. The process of granting women the autonomy to make their own decisions by eliminating all social and familial constraints is known as women's empowerment. Eliminating all societal and familial limitations is the first step towards granting women complete independence in all spheres of their lives, including their minds, thoughts, rights, and decision-making. Gender equality in all domains of society the aim is to

- **Economic empowerment** The process of granting women greater control over resources than they had before is known as economic empowerment. The creation of personal assets and the ability to support a family are the outcomes of economic empowerment. Women have economic power can make more sensible financial decisions.
- **Psychological Empowerment:**

This approach helps women develop their sense of confidence, self-worth, and ability to make decisions.

- **Empowerment inside the Family:** It's important to promote internal, or family, empowerment. the autonomy of women in making decisions about their own lives, their participation in choices about family planning and motherhood, and their ability to make judgements about important family matter

The Ministry of MSME has taken a number of steps to support women-owned MSMEs :

- In India, Micro, Small, and Medium-Sized Enterprises (MSMEs) provide an avenue to support female entrepreneurs. Women entrepreneurs are given special assistance by the government to create MSMEs. Ministries of MSMEs and other relevant ministries enhance the number of women working in India's MSME sector by offering training programmes, financial support, and technical help
- Specialised registration efforts using the Udyam Registration Portal for women-owned MSMEs. In an effort to support female entrepreneurs, the Public Procurement Policy was modified in 2018 to require Central Ministries, Departments, and Undertakings to purchase at least 3% of their yearly needs from micro and small businesses controlled by women.
- Two measures for women entrepreneurs have been added as of January 1, 2022, in order to support them under the Credit Guarantee Scheme for Micro & Small Enterprises. These are the following: A reduction of 10% in yearly Guarantee fees; and An extra 10% of Guarantee coverage up to 85%, as opposed to 75% for other business owners
- **The MSME Sustainable Zero Defect Zero Effect (ZED) Certification Scheme** is an endeavour aimed at giving Indian MSMEs with an influence on the economy and society a path to global competitiveness in terms of MSMEs' capacity building. The program's objective is for products made by the MSME sector to have no environmental impact and no market recall. There is a 100% subsidy available for women-owned MSMEs to cover the cost of ZED Certification as part of this program designed to encourage and empower female entrepreneurs.
- A **unique MSME Idea Hackathon 3.0** for female entrepreneurs was held under the incubation component of the MSME Innovative Scheme, and 18,888 ideas were submitted.
- **Mahila Coir Yojana and Skill Upgradation:** This is a sub-program of the larger "Coir Vikas Yojana." The goal of this programme, which is run by the Coir Board, is to empower women and give rural women artisans working in the coir industry the chance to work for themselves. Rural women artisans who participate in this project receive training and a monthly stipend of

Rs. 1000. A 75% subsidy is given for machinery and equipment to startup businesses making coir products after training programmes are completed.

- **Trade Related Entrepreneurship Assistance and Development (TREAD)**The Government of India launched the TREAD plan with the goal of empowering women economically by offering them financial support, advice, and training to pursue any form of business in the non-farm sector. Under this programme, many organisations like Micro, Small and Medium Enterprises Development Institutes; National Institute for Micro, Small, and Medium Enterprises (NIMSME); Entrepreneurship Development Institutes (EDIs); and others. However, the Government of India will offer 30% (up to \$30 lakhs) in loan assistance through qualified NGOs.
- **Prime Minister's Employment Generation Program:** Khadi and Village Industries Commission (KVIC), acting as the nodal body, is responsible for implementing the PMEGP programme. The purpose of this plan is to create jobs by establishing independent microbusinesses, endeavours, and projects. The maximum allowable limit is 20 lakhs for the service sector and 50 lakhs for the industrial sector. Beneath Under this programme, female entrepreneurs receive a larger subsidy than male entrepreneurs. In rural areas, the subsidy rate for women is 35%, whereas in urban areas, it is 25%. According to the MSME 2022–2023 annual report, a total of 259339 women have benefited from this programme.
- **Start-Up Village Entrepreneurship Programme:** This programme is a part of the Ministry of Rural Development's Deendayal Antyodaya Yojana, or National Rural Livelihoods Mission. The goal of the Start-Up Village Entrepreneurship Programme is to enable women by assisting them in establishing micro units that comprise Self-Help Group members.
- **Entrepreneurial Skill Development Programmes (ESDPs):** These programmes are designed to help young people acquire the technical and vocational skills necessary to launch small and micro businesses. Twenty percent of all EDPs are reserved only for women and other marginalised groups inside the community.

CONCLUSION: MSMEs, or micro, small, and medium-sized businesses, are leading the way in the development of the Indian economy. Women entrepreneurs are now involved in this industry as a result of its expansion. There are 633.88 lakh MSME businesses in India as of the 73rd NSS round. In total, 79.63% of businesses are held by men, and the remaining 20.37% are held by women. West Bengal has the largest percentage of female entrepreneurs in India, accounting for 23.42% of all entrepreneurs. The aforementioned statistics indicate that further efforts are required to enhance the involvement of female entrepreneurs. To encourage women to begin their own businesses, the government is implementing a number of programmes, regulations, skill-development efforts, and financial support in the form of loans and subsidised grants. Still, to ensure that men and women entrepreneurs participate equally in the MSME sector and all other sectors of the Indian economy, there is still a long way to go.

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