

**DR. Reena Dubey****Development of Rural Women entrepreneurship through Government Policy in India**

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**Abstract:** *The study "Women and Development" with a special stress on the issue of the development of rural women entrepreneurship. During the periods of 1980s, the approach was the development of rural women. In the periods of 1970's and 80's, the Government of India has an effort in a big way to help and train the rural women entrepreneurs of India. Government has started establishing Dairy Co-operative Programme for the development of rural women entrepreneurs in India. The contribution of Dairy Co-operative to generation of employment opportunities for rural women in rural areas is noteworthy particularly in the implementation of Operation Flood-I in the 1970's. Operation Flood-II aims at involvement of 10 million rural milk producers in the dairy development on cooperative lines envisaging development of rural population with women folk as prime section. Since in agriculture sector rural women work no fewer roles than men. The National Seeds Corporation is engaged in production, processing and distribution of seeds all statutory production, concerning rural women's employment are strictly compiled with.*

**Key words :** Entrepreneurship Dairy, Co-operative, Operation Flood – I, Operation Flood – II

**Introduction** -The Development of Women in Rural Areas has started with 200 blocks in India in 1982-83. It has spread gradually to a larger part of India. So far Bihar is concerned DWACARA scheme was launched initially in four districts of the state - Madhubani, Gopalganj, Hazaribagh (Now in Jharkhand) and Samastipur in the year 1983-84. The scheme took two blocks from each district. In these eight blocks, 90 groups were formed. The scheme has gradually spread to most of the districts of Bihar. The aim of the scheme is to provide economic opportunities to increase the income of rural women through enterprise. Since Individual rural women may find it difficult to manage income-generating activity, the scheme is designed to organise rural women into groups of 10 to 20 in numbers.

For the selection of projects, the availability of backward and forward linkages of area is ascertained. Institutions like Khadi and Village Industries Corporation, Khadi Village Industries Board, District Industry Centre are involved to provide supportive services and infrastructure facilities. The approach underlying the DWCR programme is basically sound method. It intends :-

- (i) to encourage poor women's entry into manufacturing activities on an individual basis and that group approach will be more appropriate for them,
- (ii) outside interventions, say in the form a voluntary agency, are needed to initiate and support any manufacturing activity by them,
- (iii) Government's support is also necessary in the areas of credit, marketing, supplies of inputs, technology and training, to support the group economic activities and
- (iv) women also need support for child-care and for their house hold work, i.e. reduction in the drudgery of their work if they have to take up economic activities seriously.

The Development of Women and Children in Rural Area approach has certain limitations. It has raised two important question: Firstly, what kind of agencies will take the responsibility of forming and initiating groups of women in manufacturing activities. And Secondly, what would be appropriate forms of production. It would be that main responsibilities which are taken up by voluntary agencies. These agencies have the commitment and capabilities to undertake this role. Unfortunately, many voluntary agencies. Large-scale application of this approach therefore seeks that Government machinery should use this expertise in implementing the scheme.

A marketing survey has been taken up to assess the production, marketing facilities and consumer responses by the method of random sampling and personal interview technique. Several parts of the district of Muzaffarpur are studied. In the district 440 groups with 9901 rural women members have been found to active by the year 2013-14. The groups in the districts are engaged in 39 income generating activities. The traditional rural women friendly silki work. The are quite popular. But these groups however do not pursue these economic activities on commercial lines and a result a large number of groups have become defunct. This scheme (DWCR) faces many types of problems:



- (i) Working Capital – Non availability of working capital against the hypothecating of stock of course. There is a provision of soft loan or composite loan but it is not par with large and medium groups commercial undertakings.
- (ii) There is a tendency of bank managers to finance in small instalments.
- (iii) The demand of deposits by some bank managers are preconditioned to activities of the groups.
- (iv) The scheme has problem of insufficient finance and ultimately disrobements in off seasons.
- (v) Project out lays and agreed unit costs are slashed in an adhoc manner by the branch managers so as to achieve their overall targets by spreading their funds to cover more groups.
- (vi) Almost all the groups have to depend from the beginning, on the forces of the open market for both raw materials and sale of finished goods.
- (vii) Bondage of groups are to the money-lenders and merchants who dictate prices both for raw materials, supply and purchase of finished goods.
- (viii) Delayed payments from DSMS and Government supports are compounded by low and un-remunerative prices offered.
- (ix) Problems are associated with procurement of raw-materials.

Stree shakti package programmes have been started in the year 1988 by the State Bank of India group. It aims to expose relatively a large number of rural women entrepreneurs through short duration Entrepreneurial Education Programme. This programme is primarily aimed at guiding them to set up and run on viable lines of small ventures which could fall in the category of small scale industry or small business. While the inputs on the conception, formulation and implementation of a project in the areas of technological, managerial and financial requirements could be basically the same as for the existing Entrepreneur Programmes mode. They Include inputs of developing modes of contact of these issues. The first issue is awareness programme for self-employment activities. It is a four days programme for rural women entrepreneurs who propose to set up projects with outlays not exceeding Rs.50,000. These would involve traditional methods by and large. The second issue is Entrepreneurial Education Programme for Small Activities. It is an eight days programme for rural women entrepreneurs who propose to set up project would be of skill-oriented activities to produce consumer utilities with modern technology. The third issue is in respect of projects with outlays of more than Rs.5 lakhs. Entrepreneurial Education Programmes are conducted on the lines of existing Entrepreneur Development Programme mutatis mutandis taking into account the specific issues relating to rural women. In this way, Stree Shakti Scheme is an education programme to guide rural women entrepreneurs of the country.

The Government has launched Prime Ministers Integrated Urban Poverty Eradication Programme on 18th November 1995. Under this programme Women's Financial Corporation provides financial assistance to the rural women entrepreneurs to set up units with less than 1 lakh capital. Under this plan, efforts are being made to create new opportunities.

The Small Industries Development Organisation has been motivating rural women entrepreneur to take up small industries on their own. Technical assistance and guidance is being provided to them on type of products and activities which would be taken up by them for gainful employment. A number of project profiles are there to suit the needs of rural women entrepreneurs. The objectives of entrepreneurial development training courses to make them aware of the various opportunities of self-employment, to motivate them to take up self-employment to impact needed skills training and to promote achievement motivation amongst them. In brief, the training programmes is designed to help and provide assistance, developing certain traits and qualities which are so necessary to select, start and man small industries of their own. In selecting the products/processes for training courses, the local needs and skills are the major criteria. Some of the important products and processes covered in these courses are Banking and Biscuit, Hosiery articles, office stationery, card board boxes, detergents, Rag dolls, Phenyl, Candles, manufacture of electrical and electronic parts, chalk enayons, leather and refine products, radio assembly and servicing of electronic items, paper covers, note book, cosmetics, book binding, embroidery, stitching etc. During the period of training, the selected candidates are offered stipend per trainee per month.

The government has granted many concessions to the rural women entrepreneurs in the country. For example, the Small Industries Development Band of India and state-level government banks now need that women entrepreneurs would raise a smaller percentage of the capital they need. If a rural man is starting a business, he has to have a funding ratio of 1:3; i.e., he must put up one rupee for every three he obtains from





the banks. But in the case of rural women, they must put just 10 percent and can obtain financing for the remaining 90 percent. But this type of credit can be given only to very small businesses. This is nevertheless an encouraging positive change.

The government has been operating many income-generating programmes for the rural women entrepreneurs. Their objectives are of creating sustainable and productive employment and safeguard their livelihood support system. Since 1999 the SGSY is a National Programme. It is being implemented to help rural poor to identify and promote viable rural micro enterprises. Like this many entrepreneurial development schemes have been launched for rural women entrepreneurs in the country. Following are the main schemes operating for the rural women entrepreneurs in rural areas :

- i. **Refinance Scheme for Women Entrepreneurs :** - Under the scheme, refinance assistance is provided to primary lending institution (state level financial institution and bank) against their financial assistance to rural women entrepreneurs for setting up industrial unit in the small scale sector. The scheme has been formulated with the two main objectives. The objectives are (a) to provide training and extension service support to women entrepreneurs through comprehensive package suiting to women entrepreneurs through comprehensive package suiting their skills and socio-economic state and (b) to extend financial assistance on liberal terms to enable them to set up industrial unit in the small scale sector. In this way the special feature of the scheme is that rural women entrepreneurs are needed to provide 12.5 percent of the project cost as promoter's contribution in respect of units proposed to be set in category 'A' Backward district/region and 15 percent in other region. There is no collateral security under the scheme.
- ii. **Mahila Udyami Nidhi :-** The scheme is operated through State Financial Corporation. The State Industrial Development Corporation provides equity type assistance to rural women entrepreneurs for setting up new industrial project in the small scale sector. Seed capital assistance in the form of soft loan is provided to meet the gap in the equity after taking into account the promoters contribution to the project to a maximum of twenty five per cent of the project cost with a ceiling of Rs. 2.5 lakh per project. Under the scheme promoter's maximum contribution is ten per cent of project cost.
- iii. **Mahila Vikas Nidhi :-** Under this scheme assistance is given to well managed voluntary Agencies. The agencies must be of at least five years old. It must have established network and experience in Small Saving cum Credit Programme and Self Help Groups/ Individual. The scheme envisages support to Voluntary Association for on lending to rural poor individuals group for setting up micro industrial enterprises. Assistance is also provided to improving management capabilities and improving the credit usage capacity and credit delivery skills of Self Help Groups beneficiaries and voluntary association functionaries.
- iv. **Assistance to Association of Women Entrepreneurs :** Under this scheme financial supports is also extended by Small Industries development Bank of India (SIDBI) on selection basis to the association of rural women entrepreneurs for conducting Buyers-Seller-Meet, Seminar and Exhibition etc.
- v. **Self-Help Groups (SHGs) :** The Self Help Group (SHG) programme was formally launched in the year 1992 as a flagship programme by NABARD and aptly supported by the Reserve Bank of India. The role of National Bank for Agriculture and Rural Development in promotion of self-help groups for entrepreneurial talent among rural women. In order to promote economic development of rural women through gainful employment, National Bank of Agricultural and Rural Development (NABARD) has introduced an exclusive scheme like Assistance to Rural Women in Non-farm Development. It is a single window to take care of credit and promotional needs of groups of rural women in non-farm development either for own activity or group activity.

National Bank for Agriculture and Rural Development (NABARD) is the lead programme agency for the implementation through engagement of Resource NGOs and Field NGOs (FNGOs). FNGOs are envisaged to carry out all field level activities, whereas a Resource NGO (RNGO) has been envisioned to undertake activities relating to specialised capacity building and provide other technical support to all field level project functionaries to ensure effective implementation of the programme. The programme envisages giving training to the SHG members on topics such as income generation and allied activities, marketing of products and social issues, etc.



In rural Bihar, women's economic opportunities remain restricted by social, cultural, and religious barriers. Rural women, particularly of lower caste and class, have the lowest literacy rates, and therefore do not have the capacity to negotiate pay or contracts and most often engage in the unorganized sector, self-employment, or in small scale industry. Self-help groups (SHGs) are a widely practiced model for social and economic mobility by NGOs and the government. SHGs provide women with the opportunity to manage loans and savings that can be used by members for varying needs. SHGs also are used to promote social change among the members and the community at large.

Today we have noticed different Acts and Schemes of the central government as well as state government to empower the women of India. But in India women are discriminated and marginalized at every level of the society whether it is social participation, political participation, economic participation, access to education, and also reproductive healthcare. Women are found to be economically very poor all over the India. A few women are engaged in services and other activities. So, they need economic power to stand on their own legs on par with men. Other hand, it has been observed that women are found to be less literate than men..

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