CHAPTER IV- OBJECTIVES AND HYPOTHESES

The objectives of the study depend on the context of inquiry. From the title of the study it is followed that there are two major aspects of this research study.

The first part is related to the Financial Schemes and the other whether those schemes in overall way have collectively promoted the women entrepreneurship. If so; to what extent the success is sought because of the assistance or help and facilitation received by the scheme.

It is universally accepted in relation to any phenomenon; when seen with social aspects is that; every problem is an economic problem.

Thus in case of promotion of Women Entrepreneurship it is applicable and therefore the Financial Schemes are examined for their promotion.

In Indian Culture, traditionally women have secondary role and moreover it is expected that they should play role of family care-taker or home-maker or a house-wife.

Literature evidences that few women in reality have been receiving scanty encouragement even after the Globalization Era which began in the 1990s.

There are other difficulties for fostering Women Entrepreneurship as many factors other than Finance are responsible for the promotion e.g. educational back-ground, time availability from house duties, technical competence, and expertise about enterprise processes and so on.

Thus as a general rule it is believed that the real spirit of Entrepreneurship is marked by two major factors i.e. Very strong N-ACH Motive (Need for achievement or strong feeling of deprivation of achievement at a very stronger and higher level,

Anthropology suggests that there are three major expressions of a human being which are considered as:

( a ) Expression to Nature
( b ) Expression to Oneself
( c ) Expression to Society
Thus high level Need for achievement is a part of these expressions in a mix form of expression to oneself and expression to society.

This is true for both Male as well as Female Entrepreneurs.

However, in case of women there are same Social, Economic and Political Factors which affect these motives considerably. For Women Entrepreneurs these factors have higher degree of impact to get in to enterprise.

Thus any entrepreneur fundamentally becomes successful because of high strength of these factors as foundations of enterprise success.

The other factors can be softened by way of financial help to a considerable extent.

A push factor is finance at the start up stage.

In India compared to Male entrepreneurs the number of Women is relatively marginal. Some exceptions are there but the level is not certainly not so much satisfactory.

Now, if the provision of finance is concerned then few NGOs and Government only can play this role and after the year 2000 i.e. at the beginning of the 21st Century the issues of Women Entrepreneurs have received much brighter attention. This has led to announcing and launching of financial schemes for Women Entrepreneurship at both State and Central Government level.

The scenario is certainly changing to conducive environment for Women Entrepreneurs can be considered as a very general statement as a part of observation and some pieces of literature is available to trust the statement.

### 4.1 Objectives of the Study:

There are 07 schemes which are selected- the details of which are given in the previous chapter of Financial Schemes.

The approach of inquiry is being taken at a Macro level because each scheme has different objectives as they want to focus on different dimensions of difficulties of Women Entrepreneurs. However, for all the schemes the central aim is to provide financial assistance in some form to women entrepreneurs and facilitate their promotion.
Thus it is necessary to determine at least in some way what can be called as the promotion of entrepreneurship has resulted. This necessitated evolving some parameters which would take us very closer to the promotion by understanding the level of those parameters. Thus the literature review has assisted in determining the parameters.

From above references it is concluded that following are the key parameters which can throw required light to understand whether the promotion has taken place and at what level.

These parameters are being of resultant nature they are in the form of indicators which are dealt in questionnaire,

These indicators are of general nature as per the approach determined by the researcher to deal with the context and scope of this study which can present as

1. Level of turnover
2. Level of Profits
3. Entrepreneurship Reward (Notional level)
4. Additions of products and services indicating the growth
5. Generation of expected employment
6. Diversification or vertical or horizontal integration
7. Increase in Assets
8. Expansion or branching out
9. Social Status
10. Enterprise-wise or a kind of business wisdom through confidence building

Collectively, these indicators will reflect on sustainable advantage she has created for her enterprise or herself thorough skill development, can amount to promotion as woman entrepreneur.

Thus connotation of the word is not in limited sense taken as just inducement but with larger interest of sustainability and continuity.
The study therefore focuses on Macro level assessment of results where financial schemes are responsible in kick start and vehicles for facilitation.

Awareness is also a starting point for the promotion journey for the entrepreneurs.

*With the distillation of literature, observations and interactions the befitting to context the objectives of the study formulated are as follows:*

1. To understand the Government Schemes available for the Women Entrepreneurship
2. To understand the difficulties faced by women entrepreneurs in promotion of their enterprises
3. To assess overall requirements and designs necessary for promotion of women entrepreneurship through financial schemes.
4. To suggest the guidelines for designing of the schemes which would make them holistic in nature.

**4.2 Formulation of the Hypotheses:**

The major aspect revealed by the literature review and natural inquiry it is significant to examine the relationship between financial schemes and its leading to promotion (moreover as establishment with stable gains) along with awareness. The awareness is the ignition point for developing the thoughts and inducing for the action for any entrepreneur not only for finance or its schemes but even other facilities which can help him or her to overcome the barriers in technical facilities or marketing and so on.

Effectiveness of schemes depends on financial as well as non-financial part also. There is need for the perfect blend of these two as they are like the two wheels of a vehicle. Thus consideration is duly given to this part also.

Ref Literature

Development Paper 1304 – Creating an Enabling Environment for Women’s Entrepreneurship in India by Hina Shah
The Hypotheses of the study are:

H0: Women Entrepreneurs do not become aware about the financial schemes from the efforts of the Government for the promotion of the schemes

H1: Women Entrepreneurs have become aware about the financial schemes from the efforts of the Government for the promotion of the schemes

H0: Government Financial Schemes have not effectively resulted into Promotion of Women Entrepreneurship

H2: Government Financial Schemes have effectively promoted women entrepreneurship.

H0: Promotion of women entrepreneurship does not need other non-financial support for effectiveness of financial scheme.

H3: Promotion of women entrepreneurship needs other non-financial support for effectiveness of financial scheme.

H4: Financial Schemes for Women Entrepreneurs need holistic coverage for enhancing their effectiveness.

The above statements are examined by using the appropriate method of the study and right kind of tools which are described in detail in the next chapter.