

**AN ANALYSIS OF ENTREPRENEURIAL  
SCHEMES FOR THE DEVELOPMENT OF  
WOMEN ENTREPRENEURS IN VIRUDHUNAGAR  
DISTRICT**

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## **INTRODUCTION**

Women empowerment plays an important role in nation's economy. Since women constitute half of the total population, their role in the development of the country is essential and indispensable. The government of India has taken efforts to instill confidence and the spirit of entrepreneurship in women. Several developmental programmes have been implemented by the government with a view to making women job providers instead of job seekers. The basic problem is that the women themselves are, in certain areas, particularly villages, are totally unaware of the schemes and the sources of funding and assistance.

Virudhunagar is a renowned business centre the southern part of Tamil Nadu. Business people of Virudhunagar play an important role in price fixation of consumer goods. The popular saying, "virudhunagar produces nothing but controls everything" proves the veracity of this settlement. Without adequate finance which is the life line of business it is not easy to start the business or run the day to day affairs. Inadequate or untimely support will prove detrimental to the development of entrepreneurs. Hence an attempt is made to analyse entrepreneurial schemes introduced and implemented for the development of women entrepreneurs in Virudhunagar district.

## **SUMMARY**

Through the target population of women entrepreneurs in Virudhunagar district, Tamilnadu several views of women entrepreneurs in India have been analyzed in this study. A careful choice of 400 women entrepreneurs in Virudhunagar district is made through the random sampling technique. For a fool proof primary data collection, a carefully designed and well-organized interview schedule was arranged and data were collected from respondents through personal interaction and through e-mail wherever available. In addition, study has used secondary data which include reports, journal articles, relevant books and the like. The data for this research have been collected from 2015 to 2016. There are various schemes available for the growth and development of women entrepreneurs in India. Most of the women getting state level schemes like Mahalir Thittam, apart from central scheme and banking institution schemes. But they face problems in getting loan or other financial aspects from different institutions. It is observed that the high interest rate is the major problem faced by women entrepreneurs. The respondents are well aware of various schemes but it is essential to make them aware of the schemes which are suitable to them.