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**International Journal of Multidisciplinary Research in  
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# Financial Assistance and Support Programs for Women Entrepreneurs: A Study with Special Reference in Coimbatore

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**ABSTRACT:** Women entrepreneurship has emerged as a significant force in fostering economic development, social transformation, and inclusive growth in India. With growing awareness, education, and government initiatives, more women are entering the entrepreneurial domain, breaking traditional barriers and contributing to various sectors. Despite their potential, women entrepreneurs often face a multitude of challenges, including limited access to finance, lack of mentorship, restricted mobility, and minimal exposure to business networks. The objective of the study is to analyse financial assistance and support programs for women entrepreneurs with special reference to Coimbatore.

**KEYWORDS:** Women entrepreneurs, social transformation, government initiatives, restricted mobility.

## I. INTRODUCTION

Women entrepreneurship has emerged as a significant force in fostering economic development, social transformation, and inclusive growth in India. With growing awareness, education, and government initiatives, more women are entering the entrepreneurial domain, breaking traditional barriers and contributing to various sectors. Despite their potential, women entrepreneurs often face a multitude of challenges, including limited access to finance, lack of mentorship, restricted mobility, and minimal exposure to business networks. Financial assistance and support programs play a vital role in enabling women to overcome these hurdles by providing the necessary resources, training, and encouragement to start and sustain their ventures.

### 1.1 SCOPE OF THE STUDY

The present study focuses on evaluating the financial assistance and support programs available for women entrepreneurs in the Coimbatore region. It aims to assess the awareness, accessibility, and effectiveness of various government and non-government schemes, including those offered by banks, financial institutions, NGOs, and SHGs. The study covers women engaged in different business sectors within Coimbatore, including small-scale industries, retail, services, and home-based enterprises.

### 1.2 STATEMENT OF THE PROBLEM

Despite various financial assistance schemes and support programs introduced by the government and other institutions, many women entrepreneurs still face significant challenges in accessing these benefits. A major issue lies in the lack of awareness about available schemes tailored specifically for women. Even when they are aware, procedural difficulties, excessive documentation, and limited guidance discourage participation. Additionally, women often lack the financial literacy and confidence required to approach banks or financial institutions. In rural and semi-urban areas, this problem is more pronounced due to infrastructural and informational gaps. NGOs and SHGs, while active in many regions, are not uniformly accessible or effective in reaching all potential women entrepreneurs. The support provided is often fragmented or inconsistent. Consequently, many women-led businesses struggle to grow or sustain operations. The study seeks to investigate these issues and provide insights for enhancing the efficiency and reach of financial assistance and support programs for women entrepreneurs.





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### 1.3 OBJECTIVES OF THE STUDY

- To evaluate the accessibility and ease of bank loan procedures for women entrepreneurs in Coimbatore
- To examine the extent and effectiveness of support provided by NGOs and SHGs in empowering women entrepreneurs
- To analyse the impact of financial assistance and support programs on the growth and expansion of women-led businesses

### 1.4 RESEARCH DESIGN

A researcher usually chooses the research methodologies and techniques at the start of the research. The document that contains information about the technique, methods and essential details of a project.

#### SAMPLE SIZE

The sample size taken for this study is 120 respondents.

#### SAMPLE TECHNIQUE

The sampling technique used for the study is Convenience sampling.

### 1.5 AREA OF THE STUDY SOURCE OF DATA

The study basically uses primary and secondary data. The study depends mainly on the primary data and secondary data namely the text books, journals, newspapers, magazines and internet.

#### Primary Data

Primary data means data which is fresh collected data. Primary data mainly been collected through personal interviews, surveys etc. Well structured questionnaire has been used for the collection of primary data from the women entrepreneurs in Coimbatore.

#### Secondary Data

Secondary data means the data that are already available. Secondary data may either be published data or unpublished data. For this study secondary data were collected from the annual reports of the company and from the company website. Secondary data has been collected from the company record, various magazines, journal and various web sites.

### 1.6 TOOLS FOR ANALYSIS

The collected data were analysed with reference to each of the specific objectives of the study and the following statistical techniques were used in the study. Tools of statistical analysis can describe, summarize and compare data. The information collected through the questionnaire and direct interaction was processed using Statistical tools like

- Chi-Square Analysis
- Correlation Analysis
- ANOVA Test

### 1.7 LIMITATIONS OF THE STUDY

- The study is limited to women entrepreneurs, so the findings may not be fully applicable to other genders.
- Women entrepreneurs responses may be influenced by personal opinions, leading to potential bias in the data.
- Time constraints may restrict the depth of analysis on faculty workload and performance.



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- The study focuses on women entrepreneurs perspectives and may not fully reflect others opinions on financial assistance.
- The sample size is limited to 120 only.

### II. REVIEW OF LITERATURE

**Pruthvi, R. B. S. (2018).** Entrepreneurship which comes under the umbrella of business regime, which plays significant role in the development of the country and its economy in a fruitful condition by setting up of organizations, may be in small or large in size of operation. These are the people with a high skills, knowledge to enter into a business to acquire the market with high potential decision making and thereby to catch-up the profit. Government, banks are providing financial assistance to the youths, women's through its programs like startup India, MUDRA yojana scheme for women, Annapurna scheme, stree shakti package for women entrepreneurs, bhartiya mahila bank business loan, mahila udyami nidhi scheme etc.

**Rajendhiran, Dr. N., & Devi, M. K. (2017).** Entrepreneurship as an factor of economic development is now recognized. A number of financial institutions provide support to women entrepreneurs for their innovative and imaginative scheme of activities aimed at skill development for income and employment generation in different sectors. Besides, the society should also facilitate the growth of women by recognizing their talents and abilities. There has been a substantial growth in women's involvement in the economic activities all over the world over the past few decades. For this both the government and non-government agencies have to play a vital role. It has been pointed out by many research studies that more than 70% of the problems faced by the women entrepreneurship are related with credit. The EDPs and MDPs can become a vital link for harnessing huge and unused human skills to channelize them towards accelerating the gender mainstreaming and position women entrepreneur on equivalence with men entrepreneurs.

**Goel, S., & Rajkumar. (2018).** Women entrepreneurs are important performers in any emergent economy mainly in terms of their involvement to financial growth. Setting up a business is not a simple task for women entrepreneurs and at the same time organizing the business is a superior assignment. A challenge is forever there for women entrepreneurs to run their business fruitfully making turnover and ensure the development of the businesses. The study is carried out, based on the compilation of primary data with help of a structured questionnaire from women entrepreneurs of Small and Medium Enterprises in Rohtak district of Haryana in India. The results have been analysed with the help of various statistical tools.

**Bradford, W. D. (2011).** Although the government of South Africa (SA) has formally adopted a policy of proactive support of entrepreneurship, providing business assistance to all entrepreneurs is beyond SA's financial and human resource capabilities. Given limited resources, support must be targeted to those entrepreneurs that have greater potential to contribute to SA's economic growth. This study utilizes the results of an in-depth survey of 400 entrepreneurs in SA's townships.

**Sharma, D. D., & Laroia, S. C. (2008).** In real sense there is hardly much of difference in performance between male and female entrepreneurs. But many experts are of opinion that there exists a marked difference between the male and female entrepreneurs characteristics. Biologically both male and female entrepreneurs are different. Women are regarded as a fair sex because they are physically weaker than their male counterparts. There are certain inherent characteristics which women entrepreneurs exhibit more than men. The expected outcomes of the study include satisfaction of its objectives viz.



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### III. ANALYSIS AND INTERPRETATION

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.110 <sup>a</sup>	12	.776
Likelihood Ratio	7.682	12	.809
Linear-by-Linear Association	3.351	1	.067
N of Valid Cases	120		

Source: Primary Data

#### INTERPRETATION:

As per the above table, it is inferred that the P value is 0.776; it is not significant to 5% (0.05) significant level. The minimum expected count is 1.70. Thus null hypothesis is accepted and it is finding that there is no significant relationship between age of the respondents and having awareness in the financial assistance schemes.

#### CORRELATION ANALYSIS

Relationship Between Educational Qualification Of The Respondents And Loan Application Process Easy To Understand

Source: Primary Data

#### Correlations

	EDUCATIONAL QUALIFICATION	LOAN APPLICATION PROCESS EASY TO UNDERSTAND
EDUCATIONAL QUALIFICATION		
Pearson Correlation	1	-.142
Sig. (2-tailed)		.123
N	120	120
LOAN APPLICATION		
Pearson Correlation	-.142	1



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PROCESS EASY TO UNDERSTAND	Sig. (2-tailed)	.123	
	N	120	120

### INTERPRETATION:

The Above table indicates that out of 100 respondents, co-efficient of correlation between educational qualification of the respondents and loan application process easy to understand is -0.142. It is below 1. So there is negative relationship between educational qualification of the respondents and loan application process easy to understand.

### ONE WAY ANOVA TEST

**To analyse the impact of annual business income and biggest challenge faced during business expansion ANOVA**

#### ANNUAL BUSINESS INCOME

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.651	3	2.217	2.280	.083
Within Groups	112.816	116	.973		
Total	119.467	119			

### Interpretation

The table clearly shows that annual business income and biggest challenge faced during business expansion has a figure on 2.280 values and significance around .083 level than the sum of squares between groups and within groups values have 6.651 and 112.816 respectively. Hence, the significant value is greater than 0.05 for which the significant percentage is above 95%, hence null hypothesis. Thus, rejecting alternative hypothesis i.e., There is no significant relationship between annual business income and biggest challenge faced during business expansion.

### SUGGESTIONS

Run focused awareness efforts to increase female entrepreneurs' understanding of the financial assistance schemes that are available.

To guarantee broader distribution, expand the reach of information via a variety of platforms, particularly social media and financial institutions.

To raise awareness of certain schemes, distribute comprehensive pamphlets or online guides on programs like Stand Up India, MUDRA, and Udyogini.



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Arrange easy-to-understand courses that outline the prerequisites for financial aid programs.

By holding free or heavily discounted classes in easily accessible venues or online, you can promote consistent attendance.

### IV. CONCLUSION

It has been determined that financial aid and support initiatives are crucial to empowering female company owners, especially when it comes to improving their capacity to launch, grow, and maintain their enterprises. Women's financial independence is largely fueled by the availability and knowledge of programs like MUDRA, Stand-Up India, and assistance from SHGs and NGOs. Nonetheless, the study discovers that obstacles including unclear procedures, copious paperwork, and delayed loan approvals still exist. More accessible, inclusive, and well-communicated financial systems that explicitly address the special requirements of female entrepreneurs are desperately needed.

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