



WOMEN ENTREPRENEURS AWARENESS ON CREDIT LINKED CAPITAL SUBSIDY SCHEME THROUGH MSME WITH SPECIAL REFERENCE TO COIMBATORE

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INTRODUCTION

A subset of women who work in manufacturing, assembly, construction, maintenance, and other industrial fields are referred to as "women entrepreneurs." The Indian government introduced the Credit Linked Capital Subsidy Scheme (CALCSS) in October 2000 as a means of promoting technological advancements. Targeting MSMEs, the aforementioned program aims to enhance their technological capabilities to maximize income creation. But in addition to other requirements, people must fulfill particular qualifying conditions in order to be eligible for this plan.

An important government program designed to support the development and modernization of India's small-scale enterprises is the Credit Linked Capital Subsidy Scheme (CLCSS), which falls under the Micro, Small, and Medium Enterprises (MSME) sector. In order to alleviate the difficulties MSMEs encounter when implementing contemporary technology and improving their production procedures, this program was established.

The Ministry of Micro, Small, and Medium Enterprises developed the CLCSS to give small-scale industries access to subsidized capital, thereby increasing their production. This program offers qualified businesses a 15% capital subsidy on loans taken out from financial institutions. Launched in October 2000, the Indian government's Credit-Linked Capital Subsidy Scheme (CLCSS) provides funding for technology

upgrades. The program offers new or established micro, small, and medium-sized enterprises (MSMEs) an upfront capital subsidy for upgrading technology.

STATEMENT OF THE PROBLEM

This problem statement describes a few typical challenges faced by the CLCSS scheme and their effects on MSMEs. Under the CLCSS initiative, businesses can receive up to a 15% subsidy on authorized machinery investment, with a limit of ₹1 crore. The 15% incentive is only offered to businesses that have used term loans from the pre-approved list of PLIs to invest in qualified plant machinery (public lending institutions). Because of the extra financing made possible by the CLCSS scheme, the subsidy is also available to businesses, which makes the move from small to medium size scale due to extra loans under the CLCSS scheme.

"The CLCSS initiative for MSMEs in India has a number of challenges despite its intended benefits, including low awareness and accessibility, complex application processes, delays in subsidy disbursement, inadequate fund allocation, and a lack of monitoring and assessment tools. These issues make it challenging for the CLCSS program to be implemented effectively, which keeps many capable MSMEs from taking advantage of its potential to enhance their competitiveness and upgrade their technology."

OBJECTIVE OF THE STUDY

- 1) To know the Social economic factor.
- 2) Benefits of this credit linked capital subsidy scheme
- 3) Factors affecting credit linked capital subsidy scheme
- 4) To know impact created in the society.
- 5) To provide the valid suggestion through this study.

LIMITATION OF THE STUDY

- The sample size is restricted to 150 Respondents.
- The study was done within a period of 3 months.
- The study has been done within the zone of Coimbatore city.
- The study has been focused on women entrepreneurs.

RESEARCH METHODOLOGY

Measures of the variables indicated in the research topic are gathered and analyzed using a set of tools and procedures called research design. To perform the research study, a descriptive research design has been used. The primary goal of this research is to identify; therefore, this might be figuring out how CLCSS affects MSMEs, evaluating its efficacy, or pinpointing areas that need improvement. 150 respondents make up the sample size. This study makes use of both primary and secondary data. The primary data consisted of

information obtained from the respondents through the use of a "questionnaire" to gather data. Secondary sources of information include journals, the internet, and other second-hand sources that researchers consult for information. The weighted average ranking analysis method and simple percentage are the statistical methods employed in this investigation.

PROFILE OF THE SCHEME

A government effort in India called the Credit Linked Capital Subsidy Scheme (CLCSS) offers small and medium-sized firms (SMEs) a credit subsidy in exchange for supporting technological upgradation. This is a scheme profile. Scheme for Credit-Linked Capital Subsidies (CLCSS). to incentivize SMEs to upgrade their technology by providing a rebate for loans taken out for expansion and modernization. The Ministry of Micro, Small, and Medium Enterprises (MSME) in India is in charge of carrying out the program. A 15% project cost subsidy is given to qualified SMEs under the CLCSS, up to a certain amount. Technology Upgrade: To increase production and competitiveness, the program assists SMEs in acquiring new machinery and technology. Employment Creation: It seeks to create job possibilities in the SME sector by advancing technology and production methods. Eligible businesses are small and medium-sized enterprises (SMEs) operating in designated industries. The apparatus needs to be registered with the relevant government agency. It is necessary to meet specific technical and economic requirements. SMEs must apply through the relevant bank or financial organization. The subsidy amount is deposited into the beneficiary's account following approval.

ANALYSIS AND INTERPRETATION

Simple Percentage:

Simple percentage analysis refers to a special kind of rates, percentage are used to Making Comparison between Two or More Series of Data.

Formula:

$$\text{Percentage} = \text{Number of Respondents} / \text{Total no of Respondents} * 100$$

S.NO	VARIABLES	CATEGORIES	NO. OF RESPONDENTS	PERCENTAGE
1.	Gender	Male	0	0%
		Female	150	100%
2.	Age	18-25 years	51	34 %
		26-32 years	30	20%
		33-40 years	44	29.33%
		Above- 40years	25	16.67%
3.	Area of the Respondents	North	34	22.67%
		East	28	18.67%
		West	24	16.00%
		South	64	42.67%
4.	Working Position	Home Maker	64	42.67%

		Employed Women	86	57.33%
5.	No.of. Person in the family	Below 3	37	24.67%
		04 – 06	59	39.33%
		06 – 08	32	21.33%
		Above 08	22	14.67%
6.	Education Qualification	SSLC	36	24%
		HSC	28	18.67%
		PROFESSIONAL	48	32%
		DIPLOMA	38	25.33%
7.	Business type	Manufacturing	41	27.33%
		Service Sector	31	20.67%
		Finance	33	22%
		Others	45	30%
8.	Experience of the Respondents	Below 5 Years	66	44%
		5 - 10 Years	35	23.33%
		10 - 15 Years	38	25.33%
		Above 15 Years	11	7.33%
9.	Month Income	Below Rs 50000	28	18.67%
		Rs 50000 - Rs 75000	38	25.33%
		Rs 75000 - Rs 100000	22	14.67%
		Above Rs 100000	62	41.33%
10.	Awareness about the Scheme	Family	49	32.67%
		Friends	53	35.33%
		Social Media	37	24.67%
		Others	11	7.33%
11.	Factor Influence	Business Revenue	52	34.67%
		Scale Of Tech	45	30.00%
		Location of the Business	25	16.67%
		Others	28	18.67%
12.	Social impact of the Scheme	YES	120	80
		NO	30	20
13.	Application Process of the Respondents	Easy	39	26%
		Very Easy	34	22.67%
		Neutral	50	33.33%
		Difficult	22	14.67%
		Very Difficult	5	3.33%

14.	Challenges faced at the time of filling the form	Lack of Knowledge	105	70%
		Late of Response	45	30%
15.	Involvement	5%	32	21.33%
		10%	45	30%
		15%	61	40.67%
		20%	12	8%
16.	Awareness of the Scheme offered by the Government	YES	103	68.67%
		NO	47	31.33%
17.	Credit or Loan of the Respondents	YES	105	70%
		NO	45	30%
18.	Eligible For the CLCSS Scheme	Any Business Regardless of Size	60	40%
		Micro Small and Medium Enterprises	40	26.67%
		Only Government Owned Enterprises	19	12.67%
		Only Large Corporations	31	20.67%
19.	Applied for the CLCSS Scheme	YES	99	66%
		NO	51	34%
20.	Need any Technology Upgradation	Do Not Recommend	14	9.33%
		Recommend	52	34.67%
		Strongly Recommend	40	26.67%
		Neutral	44	29.33%

Source: Primary Data

Majority (100%) of the respondents are Females. Majority (34%) of the respondents belongs to age group 18 – 25 years. Majority (42.67%) of the respondents belongs to the South area. Majority (57.33%) of the respondents were employed women. Majority (39.33%) of the respondents in a family 04 – 06. Majority (25.33%) of the respondents were completed Diploma. Majority (30%) of the respondents where business type is in others. Majority (44%) of the respondent's experience is below 5 years. Majority (41.33%) of the respondents having above 1,00,000 monthly incomes. Majority (35.33%) of the respondents belongs to friend's circle. Majority (34.67%) of the respondents belongs to business revenue. Majority (80%) of the respondents provided suggestion as yes. Majority (33.33%) of the respondents are neutral to fill the application. Majority (70%) of the respondents are lack in knowledge. Majority (40.67%) of the respondent's involvement are 15%. Majority (68.67%) of the respondents are given yes for awareness of this scheme offered by the government. Majority (70%) of the respondents are given yes for credit or loan

of the respondents. Majority (40%) of the respondents are belongs to the any business regardless of size. Majority (66%) of the respondents are applied for this scheme. Majority (34.67%) of the respondents recommend for the technology upgradation of this scheme.

WEIGHTED AVERAGE RANKING ANALYSIS METHOD

The respondents are asked to rank their options in this manner. This approach includes assigning a ranking to the provided objects. The research totals the weights assigned to each component in order to provide a ranking of all the items involved. The research total weight assigned to each item has the highest weight score. First is the weight score, after which the other ranks are allocated..

Formula:

$$\text{Weighted average} = \frac{f(x)}{N}$$

OPINION OF RESPONDENTS ON WELFARE OF THIS CLCSS SCHEME

Sources	5 Strongly Agreed	4 Agreed	3 Neutral	2 Disagreed	1 Strongly Disagreed	Total Score	Weighted	Rank
Awareness	30	40	50	20	10	510/150	3.4	IV
	150	160	150	40	10			
Usefulness	40	40	30	25	15	515/150	3.43	III
	200	160	90	50	15			
Promote the women Entrepreneur	35	50	25	30	10	570/150	3.8	I
	175	200	125	60	10			
Knowledge about the scheme	55	35	25	20	15	545/150	3.6	II
	275	140	75	40	15			

Source: Primary Data

Interpretation

From the table 4.3.1 shows the various sources of the Promote the women Entrepreneur is first rank weighted average 3.8,

Knowledge about the scheme ranks second with the weighted average 3.6, Usefulness ranks the third with the weighted average of 3.43, Awareness was ranked fourth with the weighted average of 3.4.

FINDINGS

- Majority (100%) of the respondents are Females
- Majority (34%) of the respondents belongs to age group 18 – 25 years.
- Majority (42.67%) of the respondents belongs to the South area.
- Majority (57.33%) of the respondents were employed women.
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- Majority (34.67%) of the respondents belongs to business revenue.
- Majority (80%) of the respondents provided suggestion as yes.
- Majority (33.33%) of the respondents are neutral to fill the application.
- Majority (70%) of the respondents are lack in knowledge.
- Majority (40.67%) of the respondent's involvement are 15%.
- Majority (68.67%) of the respondents are given yes for awareness of this scheme offered by the government.
- Majority (70%) of the respondents are given yes for credit or loan of the respondents.
- Majority (40%) of the respondents are belongs to the any business regardless of size.
- Majority (66%) of the respondents are applied for this scheme
- Majority (34.67%) of the respondents recommend for the technology upgradation of this scheme.

SUGGESTION

- Under the Credit Linked Capital Subsidy Scheme (CLCSS) in India, the Micro, Small, and Medium Enterprises (MSME) sector is encouraged to upgrade its technologies..
- Generally speaking, "CLCSS" refers to the Credit Linked Capital Subsidy Scheme, an Indian government program that encourages small and medium-sized businesses (SMEs) to upgrade their technology. If you're seeking recommendations regarding the CLCSS.
- Women entrepreneurs need to receive sufficient training, as it is crucial to their growth and development. Training must be provided with an emphasis on production, marketing, financing, and production planning, organizing, and directing.

Family members should encourage women in their family to pursue entrepreneurial endeavors by meeting basic necessities such as labor, finances, marketing, and family support.

CONCLUSION

An important step in the expansion and development of small and microbusinesses in India is the CLCSS initiative. It encourages modernization and keeps this company competitive in a dynamic market. To optimize the program's effectiveness, meanwhile, ongoing initiatives are required to expedite the application procedure, increase public awareness, and guarantee the prompt distribution of subsidies. Because of this ignorance, many potential female entrepreneurs remain dormant. The government must take action to provide various programs and assistance to reach women entrepreneurs and track the success of CLCSS programs.

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