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- Determination of objectives
- Undertaking a risk and handling of economic uncertainties involved in business
- Project Preparation
- Product Analysis
- Introduction of innovations, imitations of innovations
- Form of business
- Co ordination, administration and control
- Raising funds
- Supervision and leadership
- Procuring men, machine and materials and operations of business

In nutshell, Women Entrepreneur are those women who think of a business enterprise, initiate it, organize and combine the factors of production, operate the enterprise, undertake risk and handle economic uncertainties involved in running a business enterprise.

Statement of the Problem

Entrepreneurs are playing an important role in the economic development of both underdeveloped and developing country. Women's skills and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive are some of the reasons for the Women Entrepreneurs to organize industries. Women remain perhaps the world's most underutilized resource. Despite all the social hurdles, India is bringing the success stories of women. With this lead women wants to start the business by her own but, though it is male dominated society in every lead which she takes there will be male domination by many ways like having the name alone in women but the enterprise is managed by the men, in some cases women will manage the entire enterprise but the decisions are been taken by the men. The Government has realized the importance of Women Entrepreneurship and as a result, it offers a variety of programmes for Women Entrepreneurs. The State of Tamil Nadu is the industrially developing area in which some of the entrepreneurs excel in small scale industry. Even though the Government organizes Women by various associations, they are not ready to undertake the business. Thus, the study aims to undertake the study of Perceptions of Women Entrepreneurs about the Programmes, Institutional networks and the involvement of supporting agencies in promoting Women Entrepreneurship

Objectives of the study

To study the Perceptions of Women Entrepreneurs about the Programmes, Institutional networks and the involvement of supporting agencies in promoting Women Entrepreneurship.

Research Methodology

i) Area of the Study

The area of the study refers to Coimbatore City, the third largest city of the state. Coimbatore is one of the most industrialized cities in Tamil Nadu, known as the textile capital of South India or the Manchester of the South India. The city has large amount of educational and health care institutions to serve the people.

ii) Sources of Data

The study has used primary and secondary data that are collected from 175 entrepreneurs in Coimbatore city and from District Industries Centre, Coimbatore. The Interview schedule has been prepared in such a way that the respondents were able to give their opinions freely and frankly.

iii) Sample Design

For the purpose of the study, convenient sampling technique has been administered in the study among the entrepreneurs.

iv) Statistical Tools Applied

- Percentage analysis
- Chi-square analysis

Limitations of the study

The research is geographically restricted to Coimbatore city only. The data have been collected from 175 Women Entrepreneurs Only.

Review of Literature

Review of literature is the study of the prevalent materials related to the topic of the research. This helps the researcher to get a clear idea about the particular field. Following are some of the literature that are reviewed and enlisted.

Veland Ramadani et al (2013), in their study focused about the women entrepreneurs in maccedonia, conditions for female entrepreneurship, perspectives for development and an array of problems that women entrepreneurs are facing. The study in order to gain a better picture of current motive problem and perspectives Macedonian women in entrepreneurship, a survey was conducted during the period of December 2011-March 2012, to complement secondary sources. The study states that respondents are asked about motives for starting a business, the size of the business they run, revenues their family status management problems and necessary capabilities as perceived by them. The study finally concluded by reveling that Global Entrepreneurship monitor (GEM) reports are used to compare the indicators of entrepreneurial activity between Republic of Macedonia and other countries in the Region.

Reena Agrawal (2013), in her study showcases the initiative and hard work of a women entrepreneur from India, who has a passion to guide and counsel the young graduates towards their professional education. The case study discusses in detail about the education acquired by the entrepreneur and their vision, initiative, development and operation of her venture, major impediments that came her way, measures adopted by then to overcome themselves and their plans for future expansion and growth. The study finally concluded by stating that women entrepreneur was successful in creating several new jobs in the society, besides the youth to take up their desired career path.

Findings, recommendations and conclusion

In this chapter the findings, recommendations and conclusion of the study is presented.

Findings

The findings of the study are summarized and presented by objective.

Percentage Analysis

- ✱ Majority (63%) of the respondents are aware of programmes and schemes which are available to women entrepreneur.
- ✱ Most (24%) of the respondents are aware through government publications.
- ✱ Most (29.1%) of respondents have very high awareness towards programmes and schemes of Prime Minister's Employment Generation Programme (PMEGP).
- ✱ Majority (59.1%) of the respondents have availed the programmes and schemes available for them.
- ✱ Most (33.8%) of the respondents have availed Prime Minister's Employment Generation Programme (PMEGP).

- * Maximum (46.2%) of the respondents have collected the information related to programmes and schemes from women associations.
- * Majority (58.5%) of the respondents faced hurdles in availing programmes and schemes.
- * Maximum (44.7%) of the respondents faced hurdle in availing programmes and schemes as it is easily not approachable.
- * Most (22%) of the respondents have stated the type of advantage got from the programmes and schemes towards entrepreneurial development as self-confidence.
- * Maximum (36.9%) of the respondents have their benefit got from the applied plan as management skills.
- * Maximum (35.4%) of the respondents have opined that they have moderate preference towards programmes and schemes.
- * Maximum (44.6%) of the respondents have opined as moderate satisfaction.
- * Majority (60%) of the respondents will recommend their fellow women entrepreneurs to avail the programmes and schemes.

Results from Chi-square analysis

- * The type of organization, nature of business, initial investment to start the business and number of employees working in organization have significant influence on type of hurdles faced by women entrepreneurs.
- * The nature of business and experience in business are having the significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneurs relating to Integrated Rural Development Programme (IRDP).
- * The turnover per year alone is having the significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneurs relating to Khadi and Village Industries Commission (KVIC).
- * The nature of business alone is having the significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneurs relating to Training on Rural Youth for Self-Employment (TRYSEM).
- * All the organizational factors have insignificant influence relating to the level of awareness towards the programme and scheme available to women entrepreneur relating to Prime Minister's Employment Generation Programme (PMEGP).
- * The nature of business and number of employees working in organization are having the significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneur relating to Entrepreneurial Development Programme (EDPs).
- * The nature of business and number of employees working in organization are having the significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneur relating to Management Development Programme.
- * The initial investment to start the business and turnover per year are having the significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneur relating to Women's Development Corporations (WDCs).
- * All the organizational factors have insignificant influence relating to the level of awareness towards the programme and scheme available to women entrepreneur relating to Marketing of Non-Farm Products of Rural Women (MAHIMA).

- * Number of employees working in organization alone is having significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneur relating to the Assistance to Rural Women in Non-Farm Development (ARWIND) Schemes.
- * Nature of business, initial investment to start the business, number of employees working in organization and experience in business are having significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneur relating to the trade related entrepreneurship assistance and development (TREAD).
- * Nature of business, initial investment to start the business, turnover per year and number of employees working in organization are having significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneur relating to the level of awareness towards the Working Women's Forum.
- * The nature of business, turnover per year and number of employees working in organization having significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneurs relating to the Indira Mahila Yojana.
- * Type of organization, turnover per year and number of employees working in organization have significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneur relating to the Indira Mahila Kendra.
- * Turnover per year and number of employees working in organization have significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneur relating to the Mahila Samriddhi Yojana.
- * Type of organization, turnover per year and number of employees working in organization have significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneur relating to the Mahila Vikas Nidhi.
- * Nature of business alone have significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneurs relating to the Micro Credit Scheme.
- * Type of organization, nature of business and number of employees working in organization have significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneurs relating to the Rashtriya Mahila Kosh.
- * Number of employees working in organization alone have significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneurs relating to the Sidbi's Mahila Udyam Nidhi.
- * Nature of business, initial investment to start the business, type of organization and number of employees working in organization have significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneurs relating to the SBI's Stree Shakti Scheme.
- * The nature of business and turnover per year have significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneurs relating to the NGO's Credit Schemes.

- ★ The nature of business and number of employees working in organization have significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneur relating to the Small Industries Development Bank of India (SIDBI).
- ★ The experience in business alone have significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneurs relating to the MSE Cluster Development Programme by Ministry of MSME (CDP).
- ★ Nature of business, initial investment to start the business, turnover per year, number of employees working in organization and experience in business have significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneur relating to the Credit Guarantee Fund Scheme for Micro and Small Enterprises.
- ★ Turnover per year and number of employees working in organization have significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneurs relating to the National Banks for Agriculture and Rural Development.
- ★ Turnover per year and number of employees working in organization have significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneurs relating to the Support to Employment Programmes for Woman (STEP).
- ★ Initial investment to start the business, turnover per year and number of employees working in organization have significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneurs relating to the Women Entrepreneurs Association of Tamil Nadu (WEAT).
- ★ Nature of business, initial investment to start the business and number of employees working in organization have significant influence relating to the level of awareness towards the programme and scheme available to women entrepreneurs relating to the New Entrepreneur-Cum Enterprise Development Scheme (NEEDS).

Suggestions

Skill Development

Adopting a structured skill training package can pave the way for development of women entrepreneurship. Such programmes can train, motivate and assist the upcoming women entrepreneurship in achieving their ultimate goals. Various schemes like the sponsored programmes can be undertaken for such purposes. The course design should focus on imparting input on profitability, marketability and practical management lessons. Besides, there should be consideration in helping the women entrepreneurs in balancing their family life and work life. As a special consideration, computer illiterate women can be trained on Information Technology to take the advantage of new technology and automation.

Simplifying the procedures

Efforts should be made in the direction of simplification of the procedures, formalities, rules and regulations, etc., required to be fulfilled by the women entrepreneurs in all matter of registration, seeking assistance, subsidies, concessions, relief etc., from different departments and governments sponsored organization involved in providing a variety of services to women entrepreneurs.

Conclusion

It can be said that today we are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate. Efforts are being taken at the economy as well as global level to enhance woman's involvement in the enterprise sector. This is mainly because of attitude change, diverted conservative mindset of society to modern one, daring and risk-taking abilities of women, support and cooperation by society members, changes and relaxations in government policies, granting various up-liftmen schemes to women entrepreneurs etc. Thus, what else is required is to continue with the above changed trend, emphasizing on educating women strata of population, spreading awareness and consciousness amongst women to outshine in the enterprise field, making them realize their strengths, and important position in the society and the great contribution they can make for their industry as well as the entire economy.

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A STUDY ON IMPACT OF DEMONETIZATION ON INDIAN ECONOMY

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ABSTRACT

It is well known fact that Indian economy has been facing many innovations and reforms from past decades. Government of India have been withdrawn the legal tender status of Rs.500 and Rs.1000, denomination of banknotes of the Mahatma Gandhi Series (MGS) issued by RBI till November 8, 2016. This move was targeted towards tackling black money, corruption and terrorism. It was a major change in the Indian economy because it consisting 86% (approx.) currency of the total currency circulation in economy. This move has been affected every strata of the society whether upper, middle and lower. In this paper an attempt is made to describe the demonetization and its impact on economy. The study is based on secondary data which is collected from various reliable sources.

Keywords: Demonetization, Indian Economy, Denomination, Black Money

INTRODUCTION

On the midnight of Nov 8, 2016, the Indian Government made a surprise announcement on television: currency notes of Rs.500 and Rs.1000 denominations were to be withdrawn from the market with immediate effect (RBI, 2016; Bhatt, 2016). The scheme, popularly called 'NOTE BANDI', was championed by Indian Prime Minister Narendra Modi as a way to end the menace of black money, counterfeiting and corruption. With the declaration of NOTE BANDI, people may deposit there denomination notes in their bank account or exchanges the old currency with new currency.

As we know that Indian economy is the fastest growing economy in the world. Demonetization is secrecy and suddenness moves for a normal economy and normal political environment. Because all sudden demonetization have occurred in abnormal condition like, war, higher inflation, political upheavals and any other extreme circumstances.

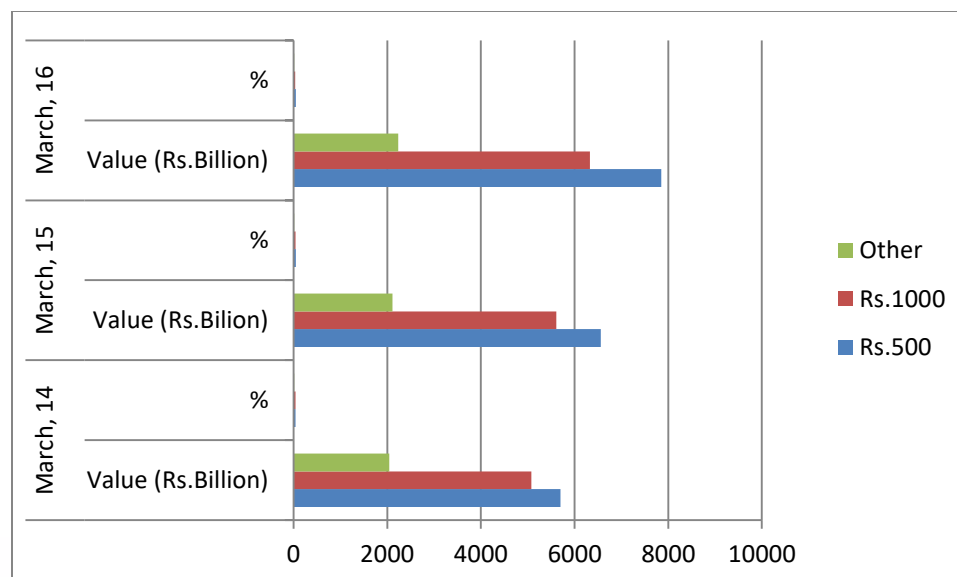
As per RBI, total bank notes circulation in India was Rs17.77 trillion on 28 October 2016. On March 2016, Annual report of RBI stated that Rs. 500 and Rs.1000 bank notes nearly 86% out of total bank notes in circulation valued to Rs.16.42 trillion. Table 1 shows the various types denomination in total currency circulation.

TABLE1. Bank Notes in Circulation

Denominations	March, 14		March, 15		March, 16	
	Value (Rs.Billion)	%	Value (Rs.Bilion)	%	Value (Rs.Billion)	%
Rs.500	5702	44.4	6564	46.0	7854	47.8
Rs.1000	5081	39.6	5612	39.3	6326	38.6
Other	2046	16.0	2113	14.7	2235	13.6
Total	12829	100	14289	100	16415	100

Source: RBI ANNUAL REPORT <https://www.rbi.org.in/scripts/AnnualReportPublications.aspx?Id=1181>

Chart: 1 Bank Notes in Circulation



Source: RBI ANNUAL REPORT <https://www.rbi.org.in/scripts/AnnualReportPublications.aspx?Id=1181>

LITERATURE REVIEW

CMA Jai Bansal (2017) conducted a study on impact of demonetization on Indian economy in which he describes the dimensions of the demonetization and impact on some important sector of the economy. He stated in his research that in short term impact of demonetization on economy is overall negative.

Tax Research Team (2016) in their working paper stated in favour of demonetization. Its main objective is to analyze the impact of demonetization on Indian economy. This paper shows the impact of such a move on the availability of credit, spending, level of activity and government finances.

Dr. Shalini Kapur (2015) conducted a study on impact of black money on Indian economy. She described in her study that black money is threat for the economy. It is increase inequality of income, increase the illegal activities. She also stated the impact of black money on various factors and also suggests some measures to control the parallel economy.

Vedashree, Mali (2016) examined the study on the demonetization: A step towards Modified India. Demonetization though it has created some positive and some negative impacts on various sectors but in long run it definitely will have positive impact in controlling black money and fake money.

OBJECTIVE OF THE STUDY

These are the some objectives of the study:

1. To study the concept of the demonetization in India.
2. To study the impact of demonetization on different sector of Indian economy.

RESEARCH METHODOLOGY

The research study is descriptive cum exploratory in nature. The study is based on secondary data. For this purpose, various magazines, journals, research articles, newspapers and research reports have been used as it is a conceptual paper. Thus, the focus of the study is to know more about the concepts of demonetization and its impact on economy. Therefore, quantitative and qualitative data have been used.

SIGNIFICANCE OF THE STUDY

The present study will considered the concept of demonetization and its impact on economy. It will provide the help for understanding the demonetization move. The study will consider that demonetization became the unforgettable event it affected the every citizen of India, as well as government is also committed to targeted the behind aims of this move.

DEMONETIZATION: CONCEPTUAL OVERVIEW

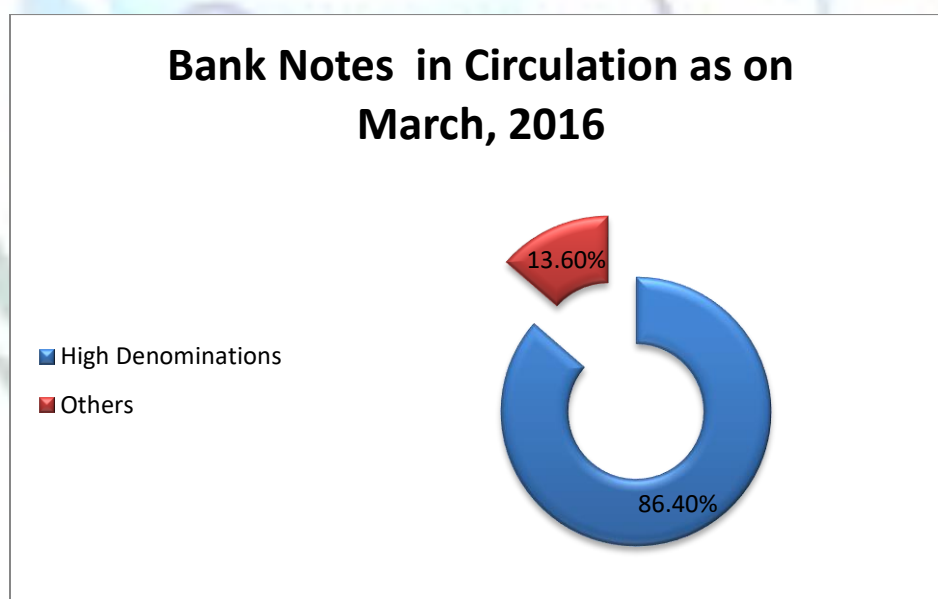
What is Demonetization

Demonetization mean by that Reserve Bank of India (RBI) has withdrawn the old Rs.500 and Rs.1000 notes as an official mode of payment. Demonetization means cessation of current currency and replacing with new currency.

Demonetization in India

Demonetization is not a new concept in India. The first demonetization occurs in 1946 and later in 1978. This is the third demonetization has took place.

- In January, 1946 government were taken out the high denomination currency notes of Rs.1000, Rs.5000 and Rs.10000 from the economy circulation. RBI were printed the largest currency denomination notes of Rs.10000, ever which is introduced in 1938 in economy for first time.
- In January, 1978 the government demonetized of Rs.1000, Rs.5000 and Rs.10000. this time the value of demonetization was very small (only 0.1% of GDP).
- In 2016, however demonetization efforts cover nearly 86% of the total currency in circulation (11% of GDP).



Source: RBI ANNUAL REPORT <https://www.rbi.org.in/scripts/AnnualReportPublications.aspx?Id=1181>

Demonetization in World

Demonetization is not only used in India but it also used in many countries of the world. Table 2.shows the countries which previously cease the circulating currency and their impact on economy.

Table 2: Countries which Used Demonetization Earlier

S.No.	Year	Country	Effect on economy (Successful/Unsuccessful)
1.	1982	Ghana	Unsuccessful
2.	1984	Nigeria	Unsuccessful
3.	1987	Myanmar	Unsuccessful
4.	1991	Soviet Union	Unsuccessful
5.	1996	Australia	No Side effect
6.	2010	North Korea	Weak unsuccessful
7.	2015	Zimbabwe	Weak unsuccessful

Source: <http://www.indiatimes.com/news/world/here-s-a-list-of-countries-that-have-tried-demonetisation-before-india-265743.html>

Reason behind Demonetization

1. To tackle Black Money in the Economy.
2. To lower the cash circulation in the country “which is directly related to corruption in our country,” according to PM Modi.
3. To eliminate fake currency and dodgy funds which have been used by terror groups to fund terrorism in India.

IMPACT ON DIFFRENT SECTOR OF ECONOMY

We know that Indian economy is the integration of various sectors. For this study, mainly we classified the whole Indian economy into three major sectors/ segments: a) Agriculture sector, b) Industry (Business) sector, c) Service sector. All these sectors contributed in the Indian GDP.

Agriculture sector contribute 17% (approx.) in GDP

Industry (business) sector contribute 30% (approx.) in GDP

Service sector contribute 53% (approx.) in GDP



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