

IMPACTING PRADHAN MANTRI MUDRA YOJANA SCHEMES ON WOMEN ENTREPRENEURS IN SIVAKASI CITY

*R. Maharaja, **Dr. S. Ganapathy, ***Dr. P. Amarjothi

*Doctoral Research Scholar, Department of Commerce, Alagappa University, Karaikudi, Tamil Nadu, India.

**Professor and Head, Department of Commerce, Alagappa University, Karaikudi, Tamil Nadu, India.

*** Assistant Professor and Head, Department of Commerce, Madurai Kamaraj University, Madurai, Tamil Nadu, India.

DOI: <https://doi.org/10.5281/zenodo.18610079>

Published Date: 11-February-2026

Abstract: Women Entrepreneurs in Sivakasi City are facing various problems due to the PMMY Schemes, the biggest problem being that most people do not know any information about the PMMY Schemes and how to access them. Women Entrepreneurs choose the financial constraints they face in their business. They are the most vulnerable to joining those programs and receiving funds. In this Program, Micro, Small Business executives can get the financial support they need, which is a great way for them to face various types of impacts. They say that the impact of the bank's side is the most important part, and then the registration has a significant impact on preparing for registrations in this scheme. Borrowers also face higher interest rates when making instalment payments. Therefore, entrepreneurs need to be informed about this scheme, how to approach it, and easily get financial assistance.

Keywords: Women Entrepreneurs, PMMY Scheme, Sivakasi, Finance, Challenges.

1. INTRODUCTION

Women entrepreneurs are highlighted as creative minds who can successfully start and manage companies, create jobs for others, and become self-sufficient through taking on business risks. Women can become entrepreneurs by creating out of passion, accepting challenges, or being forced to buy family cash. The general inherent traits of women entrepreneurs include their willingness to try new things, their willingness to take risks, their ability to manage and supervise, and their ability to contribute to their social and familial lives.

In recent years, the Indian government has implemented various financial support schemes to foster entrepreneurship and financial inclusion. Of these, the Prime Minister's Monetary Fund (PMMY) is key in providing financial assistance to micro and small enterprises led by women entrepreneurs. Despite the potential benefits of this program, women entrepreneurs' awareness of PMMY is a key factor in its success and effectiveness.

2. LITERATURE REVIEW

Soni (2016), studied why the MUDRA program for startups emerged and the company that provides refinances for it. The study sought to comprehend the MUDRA program's goals, advantages, and legal framework to ensure its effective implementation. It, which was classified as descriptive, used secondary data from publications, government websites, newspapers, and institute reports. The author concluded that the program gives small businesses greater confidence and inspires knowledgeable and talented people to grow their businesses. The report also highlighted the noteworthy contribution to women's empowerment made by the MUDRA Yojana.

Agarwal and Dwivedi (2017), The success of Mudra Yojana was evaluated by Agarwal and Dwivedi (2017), especially with caste and category. To assess potential risks, opportunities, disadvantages, and benefits of the scheme, the study used

a SWOT analysis. The Mudra scheme provides female entrepreneurs, which means that most of the recipients - one of the most important conclusions in the report. According to the conclusions, the distribution of women increased from 46 per cent in 2015-16 to 46.2 per cent in 2016-17. Studies show that laws should focus on minorities and include the private sector in addition to more traditional areas such as agriculture and industries..

Sathiyabama P, Velmurugan R (2019), an investigation evaluating the level of knowledge among female entrepreneurs in the Coimbatore District regarding Indian government initiatives. This study assessed the level of knowledge that Coimbatore district women entrepreneurs had about government programs and offered appropriate recommendations for improving their awareness. According to the survey, most female entrepreneurs know about several initiatives, such as Mudra Yojana for women, the Annapurna Yojana, and the Interest Subsidy Program for Female Entrepreneurs introduced by the Industrial Finance Corporation of India. According to the report, the government should distribute an awareness campaign, host camps, and distribute ads to promote the initiative.

Singh (2020), In 2020, Singh used Pradhan Mantri Mudra Yojana (PMMY) to find economic inclusion in Himachal Pradesh. The study found that the state's efforts to promote financial inclusion are interrupted by many questions. These obstacles included throwing and religious views, health problems, educational inequality, gender deviation, the family's disillusionment, geographical challenges, and registration under the PMMY schemes included a remarkable gender fabric, which favors boys over girls. Despite attempts, the reality on the ground shows that there is still a gap in attaining the expected level of rural development. Singh underlined the need for banks to provide simple and reasonably priced financial solutions to close this gap and include the savings of rural communities in the official economy. Singh also suggested more collaboration between state and federal government agencies and representatives of banks to guarantee the effective implementation of the PMMY.

Mishra et. al., 2024; Sapre, 2023, Recent empirical research indicates that financial inclusion boosts entrepreneurial activity. Access to formal banking and financial services makes this possible by lowering inequality and enabling women and marginalized and impoverished groups to participate in rational entrepreneurial endeavors.

About the Schemes

Hon'ble Prime Minister introduced Pradhan Mantri Mudra Yojana (PMMY) on April 8, 2015, which allows the Indian government to lend up to 10 Lakh micro-enterprises that are not in companies or fields. To help micro and small businesses by offering loans. Developing non-corporate, small-business sectors and promoting entrepreneurship, especially among marginalized populations like women, are its main goals. Financial institutions, non-banking financial institutions, and microfinance groups to stimulate the economy and generate job opportunities grant the loans.

Mudra Offerings Loans		
Shishu	Kishor	Tarun
Up to Rs. 50,000	Rs. 50,000 to Rs. 5 Lakh	Rs. 5 Lakh to Rs. 10 Lakh

Figure 1: Offering Loans

Objectives of the Study

The Objectives of the Study are as Follows,

1. To assess the Measurement Level of Women Entrepreneurs on PMMY Schemes in Sivakasi City.
2. To Analyze the Challenges faced by Women Entrepreneurs on PMMY Schemes in Sivakasi City.
3. To study the Repayment behavior of Women Entrepreneurs on the PMMY Scheme in Sivakasi City.
4. To know the Socio-Economic conditions of the Women Entrepreneurs on the PMMY Scheme in Sivakasi City.

Hypothesis

1. There is no significant relationship between Age and the PMMY loan, which has helped me expand my business.
2. There is no significant relationship between the Qualification and Opinion of the PMMY Scheme.

3. METHODOLOGY

The researcher used the primary and secondary data as the basis for this study. The interview program was used to collect primary data from selected women entrepreneurs affected by the PMMY schemes. Textbooks, magazines, and mudra sites provided the necessary secondary data for the study. The Researcher has decided on a Sample Size of 90 Respondents.

4. DATA ANALYSIS

Table 1: Socio-Economic Profile of the Respondents

S. No	Demographic Variable	Categories	Total No. of Respondents	Percentage
1	Age	Below 25 Years	9	10.00
		26-30 Years	48	53.30
		31-35 Years	21	23.30
		36-40 Years	8	8.90
		Above 41 Years	4	4.00
2	Qualification	Illiterate	8	8.90
		S.S.L.C	4	4.40
		Higher Secondary	15	16.70
		Under Graduates	53	58.90
		Post Graduates	10	11.10
3	Marital Status	Married	58	64.40
		Un Married	32	35.60
4	Income	Below Rs.15,000	59	65.60
		16,000 – 30,000	21	23.30
		31,000 – 45,000	5	5.60
		46,000 – 50,000	4	4.40
		Above 51,000	1	1.10
5	Family	Nuclear	56	62.20
		Joint Family	34	37.80
6	Experience	Less than 2 Years	63	70.00
		2-4 Years	22	24.40
		4-6 Years	5	5.60
7	Size	Small	69	76.70
		Medium	21	23.30
8	Working Hours	Below 6hrs	0	0
		7hrs to 9hrs	57	63.30
		Above 10hrs	33	36.70
9	Business Sector	Manufacturing	44	48.90
		Service	27	30.00
		Wholesale and Retail	19	21.10
10	Manufacturing	Homemade Items	29	32.20
		Fireworks Industry	7	7.80
		Printing and Packing	12	13.30
		Match-Stick Production	20	22.20
		Cottage Industry	22	24.44
11	Service	Education and Training Center	39	43.30
		Beauty Salons	20	22.20
		Catering and Event Management	14	15.60

		Healthcare Services	6	6.70
		Tailoring and Aari Works	6	6.70
		Childcare Service	5	5.60
12	Wholesale & Retail	Fashion and Jewellery Shop	28	31.10
		Vegetable Shop	29	32.20
		Textile and Garment Business	13	14.40
		Books and Stationery Business	9	10.00
		Footwear Business	11	12.22
13	Type of Loan	Shishu	13	14.40
		Kishor	64	71.10
		Tarun	13	14.40
14	Sources	Newspaper	8	8.90
		Television	8	8.90
		Friends and Relatives	48	53.30
		Pamphlets	11	12.20
		Social media	15	16.70
15	Opinion of the PMMY Scheme	Low	16	17.80
		Better	38	42.20
		Best	36	40.00

(Source: Computed Primary data)

Table 1 presents the demographic and business profile of the respondents. The age of the respondent's majority of the respondents 48 (53.30%) belongs to the 26-30 years age group. In terms of educational qualification, a large proportion of respondents are Undergraduates 53 (58.90%). Regarding the Marital status, most of the respondents are married 58 (64.40%) suggestion that married women, the majority of the respondents earn monthly income 59 (65.60%) earn below Rs.15, 000 indicating that most women entrepreneurs operate at a lower income level. Concerning most of the respondents belong to nuclear families 56 (62.20%). In terms of business experience, a large proportion of respondents 63 (70.00%) have less than two years of experience. Regarding the business size is most of the respondents 69 (76.70%) run small-scale enterprise, reflecting limited capital and operational scale. With respect to working hours the majority of the respondents 57 (63.30%) work between 7 to 9 hours per day, in relation to business sector manufacturing activities dominate 44 (48.90%) within manufacturing homemade items 29 (32.20%) are prominent. Education and training centers 39 (43.30%) are prominent. In wholesale and retail trade, vegetable shops 29 (32.20%) are the leading business. The Types of loan availability under PMMY, the majority of the respondents 64 (71.10%) have availed the Kishore loan, indicating moderate capital requirements. With the respect to source of awareness, friends and relatives 48 (53.30%) are the major source information about the PMMY scheme, and finally concerning the opinion about the PMMY scheme, most of the respondents have a positive perception with 38 (42.20%) rating it as better.

Table 2: Purpose of Using PMMY Loan

S. No	Particulars	No. of Respondents	Percentage
1	Starting a New Business	35	38.89
2	Expanding business	24	26.67
3	Purchasing Machinery / Equipment	27	30.00
4	Managing Loss	4	4.44
5	Others	0	0
Total		90	100

(Source: Computed Primary data)

The considering the Table 2 most of the respondents are using the PMMY Scheme was starting a new business 35 (38.89%).

Table 3: Challenges Faced by the Application Process

S. No	Particulars	No. of. Respondents	Percentage
1	Documentation Process	52	57.78
2	Lack of Awareness Scheme	18	20.00
3	Bank delay in loan disburse	5	5.55
4	Difficulty Meeting Eligibility Criteria	7	7.78
5	Others	8	8.89
Total		90	100

(Source: Computed Primary data)

Referring to the above Table 3 majority of the respondents was faced the challenges is documentation process at the time of applying the scheme 52 (57.78%).

Table 4: Challenges Faced in Loan Repayment

S. No	Particulars	No. of. Respondents	Percentage
1	High Interest rates	44	48.89
2	Low Business income	18	20.00
3	Short Repayment Period	20	22.22
4	Others	8	8.89
Total		90	100

(Source: Computed Primary data)

Showing the Table 4 High level of the respondents was faced the high level of interest rates in the loan payment system 44 (48.89%).

Table 5: What additional support do you think the government should provide to improve the PMMY program?

S. No	Particulars	No. of. Respondents	Percentage
1	Increase the Loan amount	21	23.33
2	Reduce Documentation requirements	39	43.33
3	Financial Literacy Training	16	17.78
4	Business Support	4	4.44
5	Others	10	11.11
Total		90	100

(Source: Computed Primary data)

Table 5, mentioned that Reduce Documentation requirements additional support do you think the government should provide to improve the PMMY scheme 39 (43.33%).

Table 6: Measurement Level of the PMMY Scheme

S. No	Particulars	VL	L	N	UL	VUL	Total
1	The PMMY loan has helped me expand my business.	13 (14.40%)	33 (36.70%)	27 (30.00%)	12 (13.30%)	5 (5.60%)	90 (100%)
2	The PMMY scheme has empowered me to make independent financial decisions.	27 (30.00%)	30 (33.30%)	13 (14.40%)	11 (12.20%)	9 (10.00%)	90 (100%)
3	Accessing the loan was an easy and smooth Process	3 (3.30%)	16 (17.80%)	41 (45.60%)	22 (24.40%)	8 (8.90%)	90 (100%)

4	PMMY loan has contributed to an increase in my business revenue.	26 (28.90%)	42 (46.70%)	12 (13.30%)	10 (11.10%)	0	90 (100%)
5	The PMMY scheme has effectively addressed the financial needs of women entrepreneurs.	48 (53.30%)	20 (22.20%)	22 (24.40%)	0	0	90 (100%)
6	Repayment terms and interest rates of PMMY loans are favorable for women entrepreneurs.	11 (12.20%)	19 (21.10%)	35 (38.90%)	15 (16.70%)	10 (11.10%)	90 (100%)
7	PMMY Scheme has increased Confidence in managing and Growing Business Level	50 (55.60%)	28 (31.10%)	12 (13.30%)	0	0	90 (100%)
8	The PMMY scheme has simplified access to credit for small and micro-businesses.	48 (53.30%)	33 (36.70%)	9 (10.00%)	0	0	90 (100%)
9	Awareness of the Specific Loan Categories Under the PMMY Scheme.	14 (15.60%)	49 (54.40%)	22 (24.40%)	5 (5.60%)	0	90 (100%)
10	Overall support provided by the PMMY scheme for women entrepreneurs.	42 (46.70%)	41 (45.60%)	7 (7.80%)	0	0	90 (100%)

(Note: Very Likely – 5 Value, Likely – 4 Value, Neutral – 3 Value, Unlikely – 2 Value, Very Unlikely – 1 Value)

(Source: Computed Primary data)

The table reveals that the majority of respondents have a positive opinion about the Pradhan Mantri Mudra Yojana (PMMY) scheme, as it has helped them expand their businesses, increase revenue, and improve access to credit. Most women entrepreneurs feel that the scheme has empowered them to make independent financial decisions and boosted their confidence in managing and growing their businesses. The PMMY scheme is also perceived as effective in addressing the financial needs of women entrepreneurs, with overall support rated very highly. Although many respondents consider the loan application process and repayment terms satisfactory, a few expressed neutral or lower levels of satisfaction, indicating some scope for improvement. Awareness about specific PMMY loan categories is moderate, indicating a need for improved information dissemination, while overall satisfaction with the scheme remains high.

Table 7: Ranking of Factors Affecting the PMMY Scheme

S. No	Particulars	i	ii	lii	iv	v	vi	Vii	Total
1	Knowledge of PMMY Loan Categories	19	56	3	3	9	0	0	90
2	Awareness of Loan	5	5	12	4	64	0	0	90
3	Knowledge of the Application Process	61	20	4	2	3	0	0	90
4	Interest Rate and Repayment System	0	8	7	63	12	0	0	90
5	Sources of Information about the PMMY Scheme	5	1	64	18	2	0	0	90
6	Training and Development Program	0	0	0	0	0	0	90	90
7	Loan Approval Speed	0	0	0	0	0	90	0	90

(Source: Computed Primary data)

The Ranking of Factors Affecting the PMMY Schemes of Garrett’s Ranking Technique.

Garrett Scores

The proper Garrett ranking method is used to get the Garrett ranks. The table is then determined using the Garrett ranks. Scores are recorded in Table 9 by multiplying the Garrett table values and scores of each rank in Table 8. Ultimately, the overall Garrett score is calculated by summing each row.

The following are formulas for the Garrett ranking.

$$\text{Percent Position} = 100 (\text{RIJ}-0.5)/\text{NJ}$$

RIJ = Rank given for the Ith item by the Jth Sample Respondent.

NJ = Total Rank given by the Jth Sample Respondents.

Work Table

Table 8: Computations of Garrett Ranking Value

S. No	100 (Rij-0.5)/NJ	Calculated Value	Garrett Value
1	100 (1-0.5)/7	7.14	78
2	100 (2-0.5)/7	21.43	65
3	100 (3-0.5)/7	35.71	57
4	100 (4-0.5)/7	50	50
5	100 (5-0.5)/7	64.28	43
6	100 (6-0.5)/7	78.58	34
7	100 (7-0.5)/7	92.86	21

Work Table

Table 9

S. No	Particulars	i	ii	iii	iv	v	vi	vii	TOTAL
1	Knowledge of PMMY Loan Categories	1482	3640	171	150	387	0	0	5830
2	Awareness of Loan	390	325	684	200	2752	0	0	4351
3	Knowledge of the Application Process	4758	1300	228	100	129	0	0	6515
4	Interest Rate and Repayment System	0	520	399	3150	516	0	0	4585
5	Sources of Information about the PMMY Scheme	390	65	3648	900	86	0	0	5089
6	Training and Development Program	0	0	0	0	0	0	1890	1890
7	Loan Approval Speed	0	0	0	0	0	3060	0	3060

(Source: Computed Primary data)

Firstly, the Garrett Rank is calculated using the correct Garrett Ranking formulation. Then, based on the Garrett table, Values are ascertained. The Garrett table values and scores for each rank in Table 8 are accelerated to calculate the rankings in Table 9. Finally, by adding every row, the total Garrett Score is obtained.

Table 10: Result of Garrett is ranking for Factors Affecting the PMMY Scheme Average Score = Garrett Score / No. of. Respondents (90)

S. No	Factors	Garrett Score	Average Score	Rank
1	Knowledge of PMMY Loan Categories	5830	64.78	II
2	Awareness of Loan	4351	48.34	V
3	Knowledge of the Application Process	6515	72.39	I
4	Interest Rate and Repayment System	4585	50.94	IV
5	Sources of Information about the PMMY Scheme	5089	56.54	III
6	Training and Development Program	1890	21	VII
7	Loan Approval Speed	3060	34	VI

(Source: Computed Primary data)

Then, using the Garrett Ranking method, the Respondents gave the First Rank to Knowledge of the Application Process, the Second Rank to Knowledge of PMMY Loan Categories, Third Rank to sources of information about the PMMY schemes, Fourth Rank to interest rate and repayment system, Fifth Rank to loan awareness, the Sixth Rank to loan approval speed, and the Seventh Rank to Training and Development Program.

The majority of the Respondents have Knowledge of the Application Process.

Regression

H0 There is no significant relationship between Age and PMMY loans that helped me expand my business.

To test this hypothesis, a regression test is applied, and the results are presented in the following table

Table 11: The age of the Respondents and the PMMY loan have helped me expand my business.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.127a	.016	.005	1.067

(Source: Computed Primary data)

The Multiple R shows a substantial correlation between the Socio-Economic and Predictor variables of PMMY Schemes and the Dependent variable, namely the Age of the Respondents. The Loan has helped me expand my business, $R = 0.127$. The value of R^2 is 0.016, which indicates that the Predictor explains 01.6 percent of the variance in the PMMY Schemes. Further, it is found that two predictor variables are related to the PMMY Schemes.

The fitness of this regression analysis model is examined, and the ANOVA results are presented in the following table.

Table 12: The age of the Respondents and the PMMY loan have helped me expand my business.

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig
1	Regression	1.633	1	1.633	1.434	.234 ^b
	Residual	100.156	88	1.138		
	Total	101.789	89			

(Source: Computed Primary data)

The importance of the F value is more than 0.05; it was detected. Therefore, the disabled hypothesis is accepted, and it is decided that the age of the respondents and the PMMY loan that has enabled me to develop my company are not significantly correlated.

Application of the Chi-Square Test

The socio-economic profile of the respondents and their ideas about the PMMY scheme have been compared using the Chi-Square test. To investigate the relationship between the socio-economic qualities of the respondents, such as age, education, and family, and their perception of PMMY schemes between women entrepreneurs.

Table 13: Result of the Chi-Square Test

S. No	Particulars	Value	Df	Asym. Sig (2 Sided)	Result (P<0.05)
1	Age and Opinion of the PMMY Schemes	9.290	8	.318	Accepted
2	Qualification and Opinion of the PMMY Schemes	9.247	8	.322	Accepted
3	Family and Opinion of the PMMY Schemes	2.831	2	.243	Accepted

Source: SPSS output (Consolidated)

Table 3 shows that “There is no significant relationship between Age, Qualification, Family of the Respondents, and Opinion of the PMMY Schemes in Women Entrepreneurs.

5. CONCLUSION

In Sivakasi City, the PMMY program has played an important role in encouraging female entrepreneurs by providing financial assistance for the development of businesses. Although the program has made the loan more accessible to female entrepreneurs, the study emphasizes that its overall effect on trade development varies based on several factors, including market status, professional expertise, and financial literacy. The results suggest that PMMY loans have helped many female entrepreneurs expand their companies, increase their operational efficiency, and improve their financial security.

Nevertheless, statistical analysis indicates that age and experience have no impact on the effect of PMMY support, suggesting that the initiative for more training and advice can increase the impact of the program. The full advantage of PMMY is imposed on low awareness, problems in repaying loans, and obstacles such as insufficient financial management skills. To create the biggest difference, the authorities should priorities initiatives for financial literacy, well-organized debt processes, and commercial assistance in a way to effectively strengthen women entrepreneurs.

ACKNOWLEDGEMENT

The author are extremely thankful to the editor and the journal's anonymous reviewers for their valuable suggestions on improving the article.

Funding

The authors have not received and financial support to the research article, authorship or publication.

Conflict of interest

The author have no conflict of interest related to the research article, authorship, or publication.

Author Contribution

The author contributed equally to this article conceptualization phase, methodology adaptation, interpretation, and writing.

Ethical Approval

The Department of Commerce has granted ethics approval.

REFERENCES

- [1] Agarwala V, Maity S, Sahu TN. Female entrepreneurship, employability, and empowerment: Impact of the Mudra loan scheme. *Journal of Developmental Entrepreneurship*. 2022 Mar; 27(01):2250005.
- [2] Alka TA, Sreenivasan A, Suresh M. Rural Women's Entrepreneurship in the Digital Age. In *International Conference on Information and Communication Technology for Competitive Strategies 2023* Dec 8 (pp. 421-431). Singapore: Springer Nature Singapore.
- [3] Ananna AR, Kabir S, and Hossain MS, Islam A, Rahman SM. Unlocking Customer Delight: Exploring the Dynamics of Fin-Tech Satisfaction in Bangladesh.
- [4] Bansal A, Singh S, Bansal P. The Intellectual Capital-Performance Nexus: Analyzing Financial Returns through Static and Dynamic Models.
- [5] Barman A, Mahanta M. Digital Marketing Adoption among MSMEs in Assam.
- [6] Daimary P, Sarma M. Navigating Educational Finance: Trends in State Funding for Higher Education in North-East India.
- [7] Dhaya M, Sundaram N. Fintech Innovations in Financial Inclusion: A Bibliometric and Systematic Review.
- [8] Dubey PK, Chawale VG. Assessing the awareness and accessibility levels of the Pradhan Mantri Mudra Yojana (PMMY) among residents of the Mumbai region. Unpublished Manuscript. 2024 Feb.
- [9] Ernest EE, Vincent E. Employee Commitment and Organizational Performance of SMES in Delta State.
- [10] Eitzen G, Panton D, Mills G. Multi-skilled workforce optimisation. *Annals of Operations Research*. 2004 Mar;127:359-72.
- [11] Gehlot R, Kapoor S, Butalia GK, Jain V. Invisible entrepreneurs: unpacking the challenges of street vendors in the Delhi metropolitan area. *International Research Journal of Multidisciplinary Scope*. 2023;4(3):01-5.
- [12] Habchi Y, Kheddar H, Himeur Y, Boukabou A, Chouchane A, Ouamane A, Atalla S, Mansoor W. Machine learning and vision transformers for thyroid carcinoma diagnosis: A review. *arXiv preprint arXiv:2403.13843*. 2024 Mar 17.5. Jamuni AM, Sanadi MR. A Study on the Effectiveness of Mudra Yojana: Descriptive Analysis.
- [13] Handique K, Sarkar S. The Impact of Brand Love on Customer Loyalty: Exploring Emotional Connection and Consumer Behaviour.

- [14] Ismail S. Impact, Challenges, and Prospects of Networking on Social Entrepreneurship in Pakistan.
- [15] Jajodia A, Jain R. Analyzing the Impact of Financial Schemes in Boosting the Lives of Female Rural Population in India.
- [16] Kalaiarasan C. Empowering entrepreneurs: Analysis of Pradhan Mantri Mudra Yojana. *MSW Management Journal*. 2023; 33 (2):489-96.
- [17] Kiruthiga P, Sankar P. Awareness of Government Schemes among Women Entrepreneurs with Special Reference to Chengalpet District.
- [18] Kumar K. Skill Development Programmes Nurture Entrepreneurial Spirit and Enhance Employability among Youth. Available at SSRN 5125391. 2024 Jun 26.
- [19] Kumari AM. Study on Entrepreneurial activities undertaken by members of women Self Help Groups of Patna district of Bihar and its role in their Empowerment (Doctoral dissertation, Department of Agricultural Economics, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi).
- [20] Kumar JS, Shobana D. A Study on Women Entrepreneurship in Tamil Nadu: Problem and Opportunity. *International Journal of Social Science, Management and Economics Research*. 2024 Jun 9; 2 (3):22-35.
- [21] Liao YK, Nguyen VH, Chi HK, Nguyen HH. Unraveling the direct and indirect effects of entrepreneurial education and mindset on entrepreneurial intention: The moderating role of entrepreneurial passion. *Global Business and Organizational Excellence*. 2022 Mar;41(3):23-40.
- [22] Maharaja R, Ganapathy S, Amarjothi P. *International Journal of Management and Organizational Research*.
- [23] Malasri R, Meeradevi MR. A Study on the Impact of Kalaigner Women's Right Fund Scheme on Financial Inclusion Practices in Theni District. *Of The Book New Frontiers in Business Management* 54.
- [24] Mohammed SA, Dhouib S. Banking Service Quality as a Criterion for Customer Satisfaction—An Analytical Study on a Sample of Iraqi Banks Listed on the Iraq Stock Exchange.
- [25] Misra N, Gupta S, Rao TJ. Fintech's role in green finance: Procuring funds for sustainable energy. *International Research Journal of Multidisciplinary Scope*. 2024 Apr 30;5(02):290-312.
- [26] Naik NB, Parasuraman T. An Impact of Aerobic Exercises and Yoga Practices on Physical Fitness with Psychosocial Well-Being among College Women: A Statistical Analysis.
- [27] Priya GL, Bose SS. A study on women entrepreneurs' awareness about government schemes- Special reference to Chennai district, Tamil Nadu. *International Journal of Management (IJM)*. 2021 Sep; 12(9):55-83.
- [28] Pundhir S, Marwah T, Gupta V. Strengthening Rural Women's Entrepreneurship for Sustainable Development: The Impact of Digital Tools, Government Policies, and NGO Support. In *Empowering Women through Rural Sustainable Development and Entrepreneurship 2025* (pp. 287-308). IGI Global Scientific Publishing.
- [29] Radhakrishnan A, Parimala A, Jayashree Srinivasan K, Chandel AS. Comprehensive Clinical Review on Challenges, Interventions, and Outcome of Postpartum Hypertension: A Multifaceted Case Series Analysis.
- [30] Rani VS, Sundaram N. Impact of financial inclusion on women entrepreneurs in India: An empirical study. *International Journal of Professional Business Review: Int. J. Prof. Bus. Rev.*2023; 8 (6):24.
- [31] Raj GA, Lazarus AD. *Fractured Identities: Caste, Gender and Violence in Poonachi: The Story of a Black Goat and One Part Woman*.
- [32] Salasty JJ, Kanagavalli G. Impact assessment of Mudra Yojana microcredit on employment and entrepreneur livelihood transformation through Mudra Yojana at Karnataka. Unpublished Manuscript.
- [33] Saini P, Malhotra S, Bhushan S. Empowering women entrepreneurs: Analysing the influence of government support programs and their socioeconomic impact. *Mudra: Journal of Finance and Accounting*. 2024; 11 (2):141-66.
- [34] Salasty JJ, Kanagavalli G. A Study on Entrepreneur Culture Development through Mudra Schemes in Karnataka.

- [35] Sandhya DS, Annamalai S. Assessing the Role of Organizational Support and Job Satisfaction in Mitigating Work-Life Imbalance Among Gazetted Police Officers.
- [36] Sathishkumar R, Kumar Kr. Empowering Women in the Seaweed Business: Entrepreneurship and Employment in Ramanathapuram District.
- [37] Sharma B, Tyagi S. A Study of Women's Oppression and Injustice in Indian Theatre.
- [38] Singh I, Kakkar MS, Sharma R, Shreeram L, and Bhatia K. Financial Inclusion as an Enabler of Women Entrepreneurship: An Evidence-Based Approach.
- [39] Srivastava H, Moid S, Rushdi NJ. Exploring the Mediating Role of Financial Risk Tolerance between Heuristic Biases and Working Women Investors' Investment Decisions.
- [40] Tasneem M, Dwivedi LD. Unveiling the Enigma: Women's Representation in After Dark by Haruki Murakami.
- [41] Yojana MJ. Financial Inclusion in India: The Role of Pradhan. "Promoting Financial and Inclusive Growth" Supported By Nabard: 76.
- [42] Yoke CC, Mun YW, Munusamy K, Peng LM, Nair M, Yean UL. Government initiatives and public awareness on a sustainable environment. *Journal of Tourism*. 2019 Mar;4(14):40-50.
- [43] Zainol RM, Rahim N. Issues and Challenges Faced by Social Entrepreneurs in Sustaining the Agricultural Sector.