

## A HANDBOOK ON SCHEMES FOR WOMEN ENTREPRENEURS

An initiative by Entrepreneurship & Innovation Vertical, Yi - Delhi

### INTERNATIONAL WOMEN'S DAY 2021



Disclaimer: This article is for information purposes only and should not be used as a basis for business decision making, loan applications or otherwise.

## **Introduction**

*Young Indians (Yi) is a movement for Indian Youth to converge, lead, co-create and influence India's future. As an integral part of the Confederation of Indian Industry (CII), Yi is a non-government, not-for-profit, industry led and industry managed organisation playing a proactive role in India's development process.*

*This reckoner of schemes for women entrepreneurs has been compiled by the Entrepreneurship & Innovation Vertical of Yi Delhi Chapter. It aims to consolidate various Government schemes available for women entrepreneurs in one place for ease of reference and utility.*

*This reckoner has been prepared by the members of Yi as a voluntary project and does not claim to be all inclusive. Readers are suggested to use this for reference purposes only. Please use your own judgment and seek professional advice before availing benefits under any Government schemes.*

*For ease of understanding, schemes under this reckoner have been categorized into the following four parts – starting a business, funding a business, market access and other central schemes.*

*Happy International Women's Day 2021!*

*With Best Wishes*

- **Anuj Singhal,**  
**Chair- E & I Vertical, Yi - Delhi**
  
- **Aradhya Jain,**  
**Co-Chair- E & I Vertical, Yi - Delhi**

**Compiled by Yi Delhi members**

**Deeksha Gehlot,  
Founder & Managing Counsel, LexIngenious**

**&**

**Nitya Gupta,  
Advocate Independent Legal Practitioner,  
Delhi High Court**

**PART I**

**STARTING A BUSINESS**

S. NO.	NAME	DETAILS
1.	<a href="#">Cent Kalyani Scheme</a>	<ul style="list-style-type: none"><li>➤ This is a scheme offered by the Central Bank of India in order to encourage women entrepreneurs to start new projects or expand/ modernise the existing units.</li><li>➤ The scheme is available to new as well as existing women entrepreneurs for the following:<ul style="list-style-type: none"><li>(a) A woman owned micro/ small enterprise engaged in manufacturing and service activity for e.g. handloom weaving, handicraft, food-processing, garment making etc.</li><li>(b) women professionals and self-employed women who are doctors, chartered accountants and engineers or trained in art or craft or to health professionals/ beauty clinics/ dieticians/ fashion designers and beauty parlours.</li><li>(c) small businesses like tiffin/ lunch/ canteen services, mobile restaurant, circulating library/ tailoring/ day creches for children, tailoring, typing/ STD/ Xerox booth etc.</li><li>(d) transport operators of 3 (three) and/ or 4 (four) wheelers.</li></ul></li><li>➤ Maximum loan of Rs 100,00,000/- (Rupees Hundred Lakh only) can be availed with concession in rate of interest. An additional interest concession of 0.25% can also be availed if the account of the applicant is rated by an external agency.</li></ul>
2.	<a href="#">Mahila Udyam Scheme</a>	<ul style="list-style-type: none"><li>➤ The scheme was introduced to empower and encourage women for income generation activities in manufacturing/ service/ trading/ small business, etc.</li><li>➤ Under this scheme, women entrepreneurs are assisted for setting up of new projects in tiny/ small scale sectors and rehabilitation of viable sick small scale industrial (SSI) units. Activities involving existing tiny and SSI units and service industries undertaking expansion, modernization technology up gradation and diversification may also be considered on a case-by-case basis.</li><li>➤ Any individual women/ women entrepreneur/ woman enterprise where women entrepreneurs hold at least 50% (fifty percent) of financial holding are eligible under the scheme.</li><li>➤ Amount of loan has been restricted up to Rs 10,00,000/- (Rupees Ten Lakh only) with the purpose to finance for setting up a new unit/ enterprise or for expansion/ modernization of an existing unit or for acquisition of fixed</li></ul>

		assets (plant and machinery, equipment, furniture and fixtures).
3.	<a href="#">National Handicapped Finance and Development Corporation (NHFD) Micro-Financing Scheme</a>	<ul style="list-style-type: none"> <li>➤ The objective of the loan is to provide financial assistance to weaker section of the disabled for starting or augmenting income generation activities. Preference will be given to women beneficiaries and those having relevant educational/ technical/ vocational qualification, experience and background.</li> <li>➤ Any Indian Citizen above 18 (eighteen) years of age and with 40% (forty percent) or more disability is eligible to apply under this scheme.</li> <li>➤ Interest payable by the beneficiaries shall not exceed 5% (five percent) per annum. Further, a rebate of 1% (one percent) per annum on the interest rate will be admissible for women beneficiaries.</li> </ul>
4.	<a href="#">Stand up India</a>	<ul style="list-style-type: none"> <li>➤ The objective of this scheme is to facilitate bank loans between Rs 10,00,000/- (Rupees Ten Lakhs only) and Rs 1,00,00,000/- (Rupees One Crore only) to at least one woman borrower per bank branch for setting up a greenfield enterprise.</li> <li>➤ Loans under this scheme are available only for greenfield projects to woman entrepreneurs above 18 (eighteen) years of age.</li> <li>➤ In case of non-individual enterprise, at least 51% (fifty one percent) of shareholding and controlling stake of the enterprise should be held by a woman entrepreneur.</li> <li>➤ Borrower should not be in default to any bank/ financial institution. The loan is repayable in 7 (seven) years with a maximum moratorium period of 18 (eighteen) months.</li> </ul>

## **PART II**

### **FUNDING A BUSINESS**

<b>S. NO.</b>	<b>NAME</b>	<b>DETAILS</b>
1.	<a href="#">Deen Dayal Swavalamban Yojana</a>	<ul style="list-style-type: none"><li>➤ This scheme was announced in 2017 to encourage unemployed youth to gain low-cost capital for entrepreneurship through formal banking channels.</li><li>➤ Eligible sectors include agri-horticulture and allied sectors, eco-tourism, traditional textile weaving and small-scale manufacturing units. Entrepreneurs are required to be registered under stand-up India scheme. Priority is given to qualified graduates.</li><li>➤ Under this scheme 30% (thirty percent) back-ended capital investment subsidy is given for a loan from Rs. 10,00,000/- (Rupees Ten Lakh only) to Rs. 1,00,00,000/- (Rupees One Crore only) (excluding cost of land and building) representing up to 75% (seventy-five percent) of the total project cost.</li><li>➤ Women entrepreneurs get an additional 5% (five percent) interest subvention annually, provided the loan does not become a non-performing asset. For instance, if the bank charges an interest of 12% (twelve percent) on the loan availed by the entrepreneur, the women beneficiary will get the loan at 7% (seven percent) rate of interest which will be in addition to the capital subsidy.</li></ul>
2.	<a href="#">Dena Shakti Scheme</a>	<ul style="list-style-type: none"><li>➤ The objective of this scheme is to aid women entrepreneurs engaged in activities in the priority sectors by providing loans at concessional rates.</li><li>➤ Activities covered under the scheme include agriculture and allied activities, small enterprises (direct and indirect finance), micro and small (manufacturing) enterprises, micro and small (service) enterprises which include small road and water transport operators, small business professional and self-employed and all other service enterprises, retail trade, micro credit, education and housing.</li><li>➤ The maximum ceiling for financing women beneficiaries under this scheme are as per the RBI directives stipulated for various sectors. For example, loans of up to Rs 20,00,000/- (Rupees Twenty Lakh only) under retail trade, education and housing and Rs 50,000/- (Rupees Fifty Thousand only) under micro credit.</li></ul>
3.	<a href="#">Mahila Samridhi Yojna</a>	<ul style="list-style-type: none"><li>➤ With the objective to encourage women entrepreneurs and give impetus to their business journey, the Ministry of Social Justice and Empowerment implemented this policy.</li><li>➤ Under this scheme, Government provides microfinance to women entrepreneurs hailing from marginalized sections of the society. This scheme is implemented by a</li></ul>

		<p>wide range of channel partners nationwide. Targeted women beneficiaries are identified and given loan either directly or in the form of Self-Help Groups (SHGs).</p> <ul style="list-style-type: none"> <li>➤ Financial assistance of up to Rs 1,40,000/- (Rupees One Lakh and Forty Thousand only) may be provided under this scheme subject to 90% (ninety percent) of the project cost at an interest rate of 4% (four percent) for the beneficiaries.</li> </ul>
4.	<a href="#">Micro and Small Enterprises - Cluster Development Programme (MSE-CDP)</a>	<ul style="list-style-type: none"> <li>➤ The objective of this scheme is to support sustainability and growth of micro and small enterprises by addressing issues such as improvement of technology, skills and quality, market access, access to capital, etc and to create/ upgrade infrastructural facilities in the new/ existing industrial areas/ clusters of micro and small enterprises, including setting up of flatted factory complexes.</li> <li>➤ This scheme supports creation of tangible “assets” as common facility centres (CFCs) like common production/ processing centre (for balancing/ correcting/ improving production line that cannot be undertaken by individual units), design centres, testing facilities, training centre, research and development centres, effluent treatment plant, marketing display/ selling centre, common logistics centre, common raw material bank/ sales depot, etc.</li> <li>➤ Under this scheme, the Government grant is restricted to 70% (seventy percent) of the total cost of a CFC project and up to a maximum of Rs 15,00,00,000/- (Rupees Fifteen Crore only). However, the grant will be 90% (ninety percent) for clusters with more than 50% (fifty percent) women owned units.</li> <li>➤ Government grant is restricted to 60% (sixty percent) of the cost of an infrastructure project and up to Rs 10,00,00,000/- (Rupees Ten Crore only) for industrial estate and Rs 15,00,00,000/- (Rupees Fifteen Crore only) for flatted factory complex. However, the grant will be 80% (eighty percent) for projects in with more than 50% (fifty percent) women owned units.</li> <li>➤ The Government grant for marketing is restricted to 60% (sixty percent) of the cost of project (and of maximum Rs 10,00,00,000/- (Indian Rupees Ten Crore only) for certain product specific associations and 80% (eighty percent) for associations of women entrepreneurs.</li> </ul>
5.	<a href="#">Mudra Yojna Scheme</a>	<ul style="list-style-type: none"> <li>➤ Mudra loan is extended for a variety of purposes which provides income generation and employment creation in manufacturing, services, retail, agriculture and allied activities.</li> <li>➤ This scheme has three plans: <ul style="list-style-type: none"> <li>(a) Shishu: covering loans up to Rs 50,000/- (Rupees Fifty Thousand only);</li> </ul> </li> </ul>

		<p>(b) Kishor: covering loans above Rs 50,000/- (Rupees Fifty Thousand only) but up to Rs 5,00,000/- (Rupees Five Lakh only); and</p> <p>(c) Tarun: covering loans above Rs 5,00,000/- (Rupees Five Lakh only) but up to Rs 10,00,000/- (Rupees Ten Lakh only).</p> <p>➤ Under the Mudra Yojna Scheme, financing banks and micro-finance institutions may consider extending additional facilities, including interest reduction on loans availed by women to encourage women entrepreneurs. At present, MUDRA extends a reduction of 25 basic points (BPS) in its interest rates to micro-finance institutions and non-banking financial companies providing loans to women entrepreneurs.</p>
6.	<p><a href="#">Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme for Women</a></p>	<p>➤ This scheme envisages economic empowerment of women by providing credit (through NGOs), training, development and counselling extension activities related to trades, products, services etc.</p> <p>➤ Under this scheme the Government grant of up to 30% (thirty percent) of the total project cost is provided as appraised by lending institutions which would finance the remaining 70% (seventy percent) as loan assistance to applicant women, who have no easy access to credit from banks.</p> <p>➤ Training and counselling sessions are to be provided by the NGOs for which cost (of up to Rs 1,00,000/- (Rupees One lakh only) may be borne by Government provided such institutions also bring their share to the extent of a minimum 25% (twenty five percent) of the Government grant.</p>

### PART III

#### MARKET ACCESS

S. NO.	NAME	DETAILS
1.	<a href="#">Mahila e-Haat</a>	<ul style="list-style-type: none"><li>➤ "Mahila E- Haat" is an unique direct online marketing platform launched in 2016 to support women entrepreneurs/ SHGs/ NGOs. The USP of this online marketing platform is facilitating direct contact between the vendor and the buyer. It is an initiative for women across the country as a part of 'Digital India' and 'Stand Up India' initiatives.</li><li>➤ Pursuant to this initiative, any Indian women citizen/ women self-help group/ women led enterprises with women above the 18 (eighteen) years of age can showcase products made/ manufactured/ sold by them.</li></ul>
2.	<a href="#">Procurement and Marketing Support</a>	<ul style="list-style-type: none"><li>➤ This scheme aims at promoting new market access initiatives like organizing/ participation in trade fairs/ exhibitions/ MSME Expo, etc. in order to create awareness and educate MSMEs about importance/ methods/ process of packaging, marketing, import-export policy and other topics relevant for market access development.</li><li>➤ Manufacturing/ service sector micro and small enterprises registered having <a href="#">udyam registration</a> are eligible under the scheme.</li><li>➤ Assistance under the scheme includes –<ul style="list-style-type: none"><li>(a) 100% (hundred percent) subsidy on built up space rent for women on minimum stall size of the event for micro and small enterprises participating in domestic trade fairs/ exhibitions across the country;</li><li>(b) 100% (hundred percent) contingency expenditure for all categories of units subject to a maximum cap of Rs 25,000/- (Rupees Twenty Five Thousand only); and</li><li>(c) Other concessions as specified in the linked scheme.</li></ul></li></ul>
3.	<a href="#">Marketing Assistance Scheme</a>	<ul style="list-style-type: none"><li>➤ This scheme aims to provide resources and institutional support to MSMEs in the area of marketing.</li><li>➤ Under this scheme, enterprises belonging to women entrepreneurs participating in exhibitions/ trade fairs are provided assistance on various expenses like, space rent, air fare, transportation, etc.</li></ul>

## PART IV

### OTHER CENTRAL SCHEMES

S. NO.	NAME	DETAILS
1.	<a href="#">Mahila Coir Yojana</a>	<ul style="list-style-type: none"><li>➤ This scheme aims at women empowerment through provision of spinning equipment at subsidised rate after appropriate skill development programmes. The main objective of the scheme is to provide self-employment to rural artisans in regions producing coir fibre and enabling them to get better returns through improvement of productivity and quality simultaneously providing them a better working environment through elimination of drudgery involved in the traditional method of spinning.</li><li>➤ Pursuant to this scheme, the coir board provides 75% (seventy five percent) cost of the motorised/ motorised traditional ratts as one time subsidy subject to a ceiling of Rs 7,500/- (Rupees Seven Thousand and Five Hundred only) in the case of motorised ratt and Rs 2,925/- (Rupees Two Thousand Nine hundred and twenty Five only) for motorised traditional ratts.</li></ul>
2.	<a href="#">Support to Training and Employment Programme (STEP) for Women</a>	<ul style="list-style-type: none"><li>➤ The aim of this programme is to provide skills that give employability to women and competencies that enable women to become entrepreneurs. The scheme is intended to benefit women who are in the age group of 16 years and above.</li><li>➤ The assistance may be available in any sector including but not limited to, agriculture, horticulture, food processing, handlooms, tailoring, stitching, embroidery, zari, handicrafts, computer &amp; information technology and includes enabling soft skills and skills for the work place such as spoken English, gems and jewellery, travel and tourism and hospitality.</li><li>➤ Grants-in-aid under this programme may be given to an institution having a distinct legal entity as under:<ul style="list-style-type: none"><li>(a) Institutions or organizations set up as autonomous organization under a specific statute or as a Society registered under the Societies Registration Act, 1860 or Indian Trusts Act, 1882 (not for profit) or other statutes;</li><li>(b) Voluntary organizations or non-Government organizations registered under the Societies Registration Act, Indian Trust Act carrying out activities which promote the objectives of the STEP programme, with adequate financial and other resources, credibility and experience of the type of activities to be undertaken; or</li><li>(c) Co-operative societies.</li></ul></li></ul>
3.	<a href="#">Working Capital Loan (WCL) Scheme- Rashtriya Mahila Kosh (RMK)</a>	<ul style="list-style-type: none"><li>➤ Rashtriya Mahila Kosh (RMK) was established in 1993 at national level as an autonomous body under the aegis</li></ul>

		<p>of Ministry of Women and Child Development, for socio-economic empowerment of women.</p> <ul style="list-style-type: none"> <li>➤ RMK acts as a facilitating agency wherein it provides loan products to non-Governmental organizations (NGOs)/ intermediary micro-financing organizations (IMOs)/ voluntary organisation (VOs) which on-lend to women groups like SHGs, JLGs etc.</li> <li>➤ The objective of the loan is to develop infrastructure to implement micro-credit programmes like vehicle to carry SHG products from production place to market place, work shed to carry out SHG activities, business outlets/ shops for selling of SHG products, for establishment of chilling plant, godown, local haat etc.</li> <li>➤ The applicant organization must be registered with a statutory body at least for last 3 (three) years on the date of application.</li> <li>➤ No security is required for loan of up to Rs 50,00,000/- (Rupees Fifty Lakh only). The maximum amount of loan to be provided by RMK to a borrowing organization is Rs 2,00,00,000/- (Rupees Two Crore only) per state. However, an organization can avail a maximum loan of Rs 6,00,00,000/- (Rupees Six Crores only) to operate in up to 3 (three) states.</li> </ul>
--	--	--