

Problem Faced by the Women Entrepreneurs in Current Scenario-A Study

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Abstract

Women entrepreneurship plays an important role in promoting economic development, employment generation and socio-economic empowerment. The present study examines the socio-economic and entrepreneurial status of women entrepreneurs and identifies the major problems and constraints faced by them in the study area. The study focuses on women entrepreneurs in four districts of Tamil Nadu, namely Chennai, Tiruvallur and Chengalpattu, Kancheepuram. Primary data were collected through interviews from women entrepreneurs, and a sample of 350 respondents was selected using a multi-stage sampling technique. Various statistical tools, including percentage analysis, Garrett's ranking technique, multiple regression analysis and chi-square test, were employed for analysing the data. The study finds that socio-economic characteristics such as age, marital status, educational qualification, family background, family contacts and entrepreneurial experience are significantly associated with the performance of women-owned enterprises. The findings further reveal that finance and marketing are major problems faced by women entrepreneurs. Among the social constraints, the dual role of women, prejudice against women, male domination, lack of economic freedom and inadequate family encouragement emerge as important barriers. The study also indicates that women entrepreneurs require greater financial assistance, marketing facilities, family support, government encouragement and effective entrepreneurship development programs. The study concludes that strengthening institutional support and reducing social and financial constraints can facilitate the growth of women entrepreneurship and contribute to employment generation and rural socio-economic development.

Keywords: Women entrepreneurship, women entrepreneurs, social constraints, financial constraints, socio-economic development, marketing Problems.

Introduction

In India the female population is 495 million as per the census in 2001. Women's Contributes to nearly half of the country population. In traditional societies women are contained within four walls of the house performing mainly household activities. It also true that "Behind the success of every man there is a woman." In reality women contribute a lot of success in every men life. But they are not recognized properly.

Entrepreneurship has traditionally been defined as the process of designing, launching and running a new business, which typically begins as a small business, such as a startup company, offering a product, process or service for sale or hire. Since the women entrepreneurs are predominantly found in the small scale sector, a review of the development of women in this sector will provide a vivid picture of their status in the entrepreneurial scenario. Small business units form the vibrant source of income generating activity for women. Government has taken several measures to encourage women entrepreneurs to set up small scale and micro enterprise. As a result of a new gesture of enthusiasm among women to participate in economic activities, together with state and central government support there was a phenomenal growth in the number of women owned business units in the state. Few women enter professions like industry, engineering and trade.

Women entrepreneurs may be defined as "the woman or a group of women who initiate, organize and operate a business enterprise". According to Schumpeter, "an entrepreneur is an innovating individual who introduces something into the economy".

In the Indian context, entrepreneur is more an adapter and initiator than a true innovator. A woman entrepreneur is defined as "an enterprise owned and controlled by a woman and having a minimum financial interest of 51 per cent of the capital and giving at least 51 percent of the employment to women.

Need For Women Entrepreneurs

Women suffer the most in our country. Her involvement in economic activities is marked by low work participation rates, excessive concentration in the unorganized sector of the economy and that too in low skill jobs. There is a greater dynamism in the rate of growth of female employment. However, in rural areas the agriculture has provided much more employment for women. Their literacy rate which itself is the cause for low economic status, creates a vicious circle of low social and economic status. In 2011, the rural female literacy rate was 30.4 percent, whereas the rural male literacy rate was 57.8 percent. It is in this specific context, that the emergence of women entrepreneurs is to be viewed as a socio-economic emancipation of women.

Entrepreneurship development has been considered as the crucial input for the economic development of the country and Entrepreneurship promotion and development have been identified as one of the main components of the nation's economic development has increasingly become the focus of research. The review of work done on entrepreneurship development reveals that there has been no significant effort to study entrepreneurship development with reference to stone crusher industry. The present study seeks to fill up this need and is likely to open further venues of probe in this regard.

Women Development Programs

The general objective of development Programs for women is to improve their status, especially in rural areas, so that their contribution to the national economy and the well-being of their families is enhanced. The dual role expected of women in the home and outside is an Obstacle to their learning and earning capacity, near -total lack of leisure. Unequal access to health and nutrition, all these necessitated the need for formulating programs exclusively for women.

The Government of India has launched several schemes exclusively for the welfare and development of women. The social welfare Board and CAPART are also financing several projects related to women or having focus on women's development. Women Development corporations have been set up in many states for the economic development of women. Moreover, many voluntary agencies have initiated their own projects to improve the status of women.

The 73rd Amendment of the constitution has given Indian Women innumerable opportunities to redefine their powers. It is worth mentioning that 33 percent reservation for women in Grama Panchayats has had a minimal impact on women's Participation in local activities and community development works at least in the first year. The reasons are several. The first year may have teething problems and it is not easy to break through the barrier of male dominance in a society having patriarchal values. It is seen that the dependence on men for decision-making had very often ended up with women playing proxy candidates for their husbands.

Statement Of The Problem

Entrepreneurship is one of the important factors of industrialization; in the absence of entrepreneurship, industrialization cannot take place. Entrepreneurs are playing an important role in the economic development of underdeveloped 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. According to World Bank, investing more in business of women rather in men leads to greater development of a nation. Empowering women in entrepreneurship leads to break the inequalities and reduces the poverty. Entrepreneurship plays an important role in developing society of a fast developing country like India.

Nowadays it has been realized that enterprising women have cast entrepreneurial talents which could be harnessed so as to convert them from the position of “Jobseekers” to Job givers.

The entrepreneurship is a key to national development. Nurturing in individual's natural spirit of entrepreneurship is a powerful key to economic development, which takes its major share in developing countries. Small and medium enterprises provide enormous employment opportunities to people. Moreover, small enterprise is frequently involved as a key player in the process of local economic development and the reinvestigation of national economies.

Objectives Of The Study

1. To trace out the women entrepreneurs development in Chennai City.
2. The study the socio - economic and entrepreneurial status of women entrepreneurs.
3. Factors determining starting of entrepreneurial Units in women entrepreneurship in the study area

Research Methodology

Sources Of Data

Interview technique was adopted for collecting data from the women entrepreneurs of large scale unit, and small units. A survey was undertaken covering 390 women entrepreneurs among these samples 90 per cent (350) was taken after stratifying them in to broad Categories. Samples of 155 families from small unit and large scale units 195 women entrepreneurs are selected.

A multi-stage sampling technique was designed for the study. In the first stage, four districts in Tamilnadu were selected - one forward district and one backward district for a comparative study. In the first stage, four districts in Tamilnadu were selected - one forward district and one backward district for a comparative study. The two neighboring districts Chennai, Tiruvallur and Chengalpattu, Kancheepuram were conveniently selected for the study. The list of women entrepreneurs functioning in the four districts was collected from women entrepreneurs.

TABLE 1.1 SAMPLE UNITS

District	Total units			Sample units		
	large scale unit,	Small scale unit	Total	large unit,	scale unit	Total
Chennai	95	55	150	90	46	136
Tiruvallur	54	37	91	51	34	85
Chengalpattu	36	54	90	33	51	84
Kancheepuram	25	34	59	21	24	45
Total	210	180	390	195	155	350(90percent of Total)

Statistical Tools

The research scholar relied more on primary data than on secondary data. The collected data were scrutinized, edited and tabulated, statistical methods of analysis like, Exponential growth rates, Multiple regression analysis, co-efficient of Contingency, Garrett's Rank test , Linkert's type of 5 point rating scale Chi-

Square test , F test, Chow test and Multi-dimensional scaling and standard deviation were used to analysis the data in an effective manner.

SCOPE OF THE STUDY

Since the women entrepreneurs are predominantly found in the small scale sector, a review of the development of women in this sector will provide a vivid picture of their status in the entrepreneurial scenario. Small business units form the vibrant source of income generating activity for women. Government has taken several measures to encourage women entrepreneurs to set up small scale and micro enterprise. As a result of a new gesture of enthusiasm among women to participate in economic activities, together with state and central government support there was a phenomenal growth in the number of women owned business units in the state. Entrepreneurship has traditionally been defined as the process of designing, launching and running a new business, which typically begins as a small business, such as a start-up company, offering a product, process or service for sale or hire.

In this chapter the collected primary data is applied to analyze following:

- Socio-Economic status of the sample women entrepreneurs
- Motivational factors and the overall motivational behaviour of the
- woman entrepreneurs
- Challenges of the woman entrepreneurs
- Obstacles, support need and development of woman entrepreneurs
- Constraints of woman entrepreneurs

The percentage analysis; scoring techniques; garret's ranking techniques; multiple liner regression model; and chi-square test was employed.

CONTACTS AND EXPERIENCE TABEL1.2

Nature of Contacts	No. of Women Entrepreneurs	Experience	No. of Entrepreneurs
Government Agencies and Financial Institutions	152(43.50)	Technical	66(19.00)
Political	33(9.50)	Business	123(35.00)
Industrial	60(17.00)	Administration	99(28.25)
Others	68(19.50)	Entrepreneurial	62(17.75)
Not Available	37(10.50)		
Total	350(100.00)	Total	350(100.00)

Source: Computed

Note: figures in parentheses represent percentage

Table 1.1 emphasizes the significance of family contacts and the experience of the entrepreneurs. It is observed that the entrepreneurs who have greater contacts with government agencies and financial institutions could establish more number of units (43.50 percent). People who hail from business community records higher number of units (35 percent). Probably it might be in the arenas and as second generation it might be easier to establish a unit.

TABEL 1.3 CLASSIFICATION OF ENTREPRENEURS AS PER FAMILY CONTACTS AND EXPERIENCE

Nature of Contacts	No. of Women Entrepreneurs	Experience	No. of Entrepreneurs
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TABEL 1.4 CAPITAL EMPLOYED AND RETURN ON CAPITAL EMPLOYED (PROFIT AFTER TAXES)

Range of Investment (Rs. In lakhs)	No. of the Units	Units percentage in terms of investment	Range of Profits in percentage
Less than 5	140	140(40.00)	25 to 30
5 to 10	82	82(23.50)	20 to 25
10 to 20	54	54(15.50)	15 to 20
20 to 30	44	44(12.50)	10 to 12
30 and above	8	30(8.50)	*Profits Not Recorded
Total	350	350(100.0)	

Source: Computed

Note: *Since they are first generation entrepreneurs with huge capital they could not register any profits. However, they are confident about the success of the unit.

Tables 1.4 indicate the nature of industry, capital employed and their turn on capital employed. It is observed that most of the entrepreneurs have taken up food processing and allied units (29.50 percent) followed by garment and textiles. Probably there as one might be the women's aptitude towards these lines. As far as the capital employed and return on capital employed are concerned, most of the opted units with a capital of Rs.500000 or less (40 percent), followed by Rs.50000 followed by Rs.50000-Rs.500000. It is observed that with less investment they are deriving more profits.

The socio economic profile of entrepreneurs and performance of enterprises has been tested through Chi square test the significance of association between success of enterprise and socioeconomic attributes.

TABLE 1.5 RELATIONSHIP BETWEEN SOCIO ECONOMIC ATTRIBUTE OF WOMEN ENTREPRENEURS AND PERFORMANCE OF THEIR ENTERPRISES

Socio Economic Attributes	Chi Square Values
Age	7.29*
Order of birth in the family	6.41*
Marital status	6.89*
Family composition	5.11*
Educational qualification	12.62*
Family background	10.58*
Family contacts	9.48*
Experience	8.97*

Source: Computed

Note: * Significant at 5 percent level

Table 1.54, it was found that success of the enterprise was significantly associated with socio economic attributes namely age, order of birth in the family, marital status, family composition, educational qualification, family background, family contacts and experience were significant attributes. Successful women entrepreneurs attributed the above cited socio economic attributes which helped them in promoting and managing their business.

Therefore, it could be concluded from above discussions, the first generation entrepreneurs are not so much successful. The units established by the entrepreneurs before marriage are not so much successful (some of the units are closed) and the units promoted by entrepreneurs after marriage and having grown up children are doing well. Moreover the units promoted by technically educated are more successful and non-technical/mechanical units are not that much successful. Electronic, brick making and other allied units are successful. Urges for the status and experience in the same line are two important factors for the success of the units and therefore, loans, interest subsidies and marketing facilities offered by the institutions are inadequate. Further, it can be concluded that all the selected socio economic attributes of women entrepreneurs are significantly associated with their performance of enterprises as shown in χ^2 value. The problem faced by the women entrepreneurs observed that the finance

and marketing are the major problems encountered by the women entrepreneurs in the study area.

TABEL1.6 SOCIAL CONSTRAINTS OF WOMEN ENTREPRENEURS

S. No	Constraints	Total Score	Mean score	Garrett's Rank
1.	Lack of self confidence	1523	12.18	IX
2.	Absence of Family encouragement	2089	16.71	V
3.	Prejudice against women	2367	18.97	II
4.	No Risk bearing capacity	1693	13.54	VIII
5.	Dual role of women	2485	19.88	I
6.	Male domination	2241	17.92	III
7.	Lack of exposure	1789	14.31	VII
8.	Problems in public relations	2054	16.54	VI
9.	Lack of economic freedom	2151	17.20	IV
10.	Fear of social security	1408	11.26	X

Total sample: 350

The second important constraint is prejudice against women. The respondents felt that they are not recognized properly and are never considered capable of executing an enterprise successfully. The respondents viewed that the serious barrier to women entrepreneurs is the persistence of the belief held by both men and women that entrepreneurship is the persistence of the belief held by both men and women that entrepreneurship is a male domain. Further, male members interfere in the day-to-day affairs of the enterprise and force them to execute their views and ideas. The respondents expressed that women entrepreneurs do not enjoy economic freedom to the fullest extent. It is also interesting to note that women entrepreneurs are at the mercy of husbands and men folk in order to dispose even of their personal property or jewellery to invest in their venture. Further, it is also ascertained that the family members discourage women when they venture out to start an enterprise.

At times, the entire family stands as one unit against the woman member. Even when she becomes a successful entrepreneur, the family fails to encourage her to go further and further to achieve greater targets. There is a general feeling that women may not have risk bearing capacity, self-confidence and they may have the fear of social security to travel and involve in business dealing during nights and odd hours. But it is exciting to note that the respondents are aware of the risks involved in the business and they are courageous enough to face any situation with confidence.

It could be concluded from the above discussions that the growth of women entrepreneurs is slow in India and in the case of rural women entrepreneurs it is very slow and even negligible due to various constraints like financial and social. The existence of these constraints affects the emergence of women entrepreneurs. In a developing country like India, if effective and concrete steps are taken to overcome the constraints encountered by women entrepreneurs, more women can be brought into the entrepreneur's arena. Further, huge employment opportunities can also be generated among the rural women and the poverty can be eradicated among the rural masses.

Associations between socio Economic Characteristics of the sample women entrepreneurs and level of satisfaction

It is expected that socio economic characteristics of the sample respondents would influence the level of satisfaction about women entrepreneurs. Table 5.21 shows the details of Chi-Square value and co-efficient of contingency regarding satisfaction level women entrepreneurs in the study area. On the basis of Table 5.21, it is

clear that the calculated value of χ^2 is less than the Critical Value. Hence, it can be concluded that there is no significant association between the socio economic factors of the women entrepreneurs and their level of satisfaction.

TABLE 1.7 ASSOCIATION BETWEEN SOCIO ECONOMIC CHARACTERISTICS OF THE SAMPLE WOMEN ENTREPRENEURS AND LEVEL OF SATISFACTION –CHI-SQUARE TEST

S.No	Socio Economic Factors	Chi Square Value	Co-Efficient of Contingency
1.	Age	0.564 ^{NS}	0.198
2.	Literacy	1.098 ^{NS}	0.378
3.	Marital status	0.345 ^{NS}	0.078
4.	Income	0.546 ^{NS}	0.067
5.	Expenditure	0.986 ^{NS}	0.034
6.	Family size	1.568 ^{NS}	0.056
7.	Social Status	1.679 ^{NS}	0.197

Source: Computed data

*: Significant at five percent level of probability

NS: Not significant

The existence of these constraints – financial and social-affects the emergence of women entrepreneurs. Change, is taking place in rural areas because of the formation of many women entrepreneurs and a woman is really empowered socially and economically after having becomes members of the women entrepreneurs. Hence it is the duty of the government to assist the women in starting many more women entrepreneurs converting all rural areas in the country. Women have the potential and will to establish and manage enterprise of their own what they need is encouragement and support from the family members, government and society. With the right assistance from varied groups, they can join the mainstream of economy and thereby contribute to the economic program. The success of any women entrepreneurs depends on the active participation of all members. If some of the members are dissatisfied, group cohesiveness will be affected, which in turn will weaken the performance of women entrepreneurs. Hence the promoting agency must monitor continuously the overall attitude of women entrepreneurs pertaining to their respective women entrepreneurs. These measures will help to identify the members who remain dissatisfied. Now necessary corrective actions may be taken to remove the causes for such dissatisfaction. These measures will certainly strengthen all women entrepreneurs. However, a large number of women have latent level qualities of entrepreneurship that should the details of Chi-Square value and co-efficient of contingency regarding satisfaction level women entrepreneurs in the study area. On the basis of Table 1.6, it is clear that the calculated value of χ^2 is less than the Critical Value. Hence, it can be concluded that there is no significant association between the socio economic factors of the women entrepreneurs and their level of satisfaction. Be converted into successful entrepreneurs by the effective EDPs for women section. Government and NGOs should come forward to contribute substantially in this direction.

Suggestions And Conclusions

Although they are at an incipient stage, women entrepreneurs are playing an important role in the growth of an indigenous capitalist. By investing in their entrepreneurial activities, they are expanding their business. The crucial factors contributing to this diversity of activities among the rural entrepreneurs are capital availability and

entrepreneurs' willingness to take risks etc. for entrepreneurship development. However, they are the agent of change in the rural society. They explore ways and means of widening their areas of operation and boosting their social and economic positions. To attain their goals, they reinvested their profits in various enterprises. Some of them are stable in their entrepreneurial activities in terms of functioning, maintaining, operation, scale of production, etc. of their units.

Network of distribution of their products

1. Production based entrepreneurial activities need a proper channel for its production. The adoption of appropriate channel for distribution of products enhance in marketing. It can be categorized as below:

i. Producer – Customer: The type of distribution of their entrepreneurial products is very common among the villagers. It is because of the reason that they have less production ratio compare with the urban dweller and the demands of their products are also less. So, the entrepreneurs themselves supply their products to the local people by traveling either by bi-cycle or with two wheelers. For instance, Mrs. Chadra Devi who engaged with pickles and spices business goes daily in the morning and evening in their neighbouring locality for supplying of her products. she gives the facility of getting her product at her customer's door step.

Producer – Retailer – Customer: The type of distribution channel of their products is common especially for piggery, poultry, dry fish fermentation, bamboo shoot fermentation, etc. It is due to the reason that the entrepreneurs cannot give direct service for selling out their product as most of their entrepreneurial activities need more labours. At the same time, it is also more risky to keep their products for long time.

Women in general face a lot of problems in Indian society. As an Indian woman myself, I have noticed lots of sexism. This is mainly because India, although it is still changing, has parts of it that are extremely male dominated, and oppresses or restrict women's actions. Women India are usually seen as housewives (once again this ideology is slowly beginning to become more open as higher education is becoming more of an option for women). This gender differentiation and the responsibilities placed on most Indian women from a young age play a big role.

Conclusion

As the number of working adults increase, a tendency also develops in families leading to change in lifestyles and food habits, etc. There has been increasing interest among the people to remain fit. This has resulted women entrepreneurs setting up beauty parlour, etc. to meet the growing demand for beauty care services. Once the field of entrepreneurship assumed to be for men only, nowadays women have also entered this field. More and more women are coming forward to take up entrepreneurial activities.

Thus, from the analysis it can be concluded that a majority of the sample respondents live in rented houses.

To improve the socio-economic condition of the people of Chennai, Tiruvallur Chengalpattu, and Kancheepuram It needs for an all-round development in different aspects of society. Women Entrepreneurship development is one among the different aspects of it. Entrepreneurial activities can be encouraged in the districts with more regular supply of power, increase of flow of raw materials, increase local demand of the products, and up gradation of traditional skills of the people.

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Introduction The intersection of the banking sector and Indian agriculture forms the bedrock of the nation's economic framework, encapsulating a symbiotic relationship critical to the prosperity of the entire populace. With agriculture being the linchpin of the Indian economy, contributing significantly to GDP and supporting a substantial portion of the population, the policies and initiatives forged in this nexus have far-reaching implications. This study navigates the historical evolution of this relationship, unveiling the intricacies of policies, agricultural loans, and their profound impact on Indian agriculture.

1. **Historical Evolution:** The roots of this association trace back to the Green Revolution, a pivotal era marked by technological advancements and policy interventions that aimed to propel agricultural productivity, Evenson & Gollin (2003) [12]. Over the years, the landscape has evolved with the changing needs of farmers, shaping a dynamic interplay between the banking sector and agriculture. Understanding this historical evolution is essential for appreciating the nuanced policies and financial instruments that have come to define the present-day relationship. On the other hand, the policies governing Indian agriculture have undergone a metamorphosis, adapting to the diverse challenges faced by farmers. From land reforms to water resource management. The government has implemented multifaceted strategies to bolster the agricultural sector (Marothia 2003) [21]

This section elucidates the key policies that have sculpted the contours of Indian agriculture, providing a contextual backdrop for the subsequent exploration of banking sector interventions. Green Revolution (1960s-1970s):

The Green ♣ Revolution,

a landmark in India's agricultural history, was initiated in the 1960s to enhance food grain production and achieve self-sufficiency (Saha and Schmalzer 2016) [26]. Introducing high-yielding varieties of seeds, modern irrigation techniques, and chemical fertilizers, the Green Revolution led to significant increases in wheat and rice yields. (Viraktamath 2013) [30]. While it brought about unprecedented productivity, it also posed challenges

such as environmental degradation, groundwater depletion, and a focus on specific crops.

Agricultural Price Policy (Minimum Support Price - MSP):

To ensure fair remuneration to farmers and stabilize crop prices, the government introduced the Minimum Support Price (MSP) mechanism (Sai Harshitha 2021) [27]. MSP is the minimum price at which the government procures crops from farmers. While MSP has provided a safety net, debates persist on its effectiveness in addressing income inequalities and its impact on cropping patterns.

Land Reforms:

Land reforms have been pivotal in addressing issues of land fragmentation and tenancy (Hartvigsen 2014) [15]. Policies aimed at redistributing land from large landowners to landless farmers sought to create a more equitable distribution of agricultural resources. However, the effectiveness of these reforms varied across states. **Liberalization Policies (1990s):** In the 1990s, India embraced economic liberalization, and the agricultural sector underwent reforms to align with the broader economic changes (Kohli 2006) [18]. Liberalization aimed to reduce government intervention, promote private investment, and enhance market-oriented policies. However, the impact on agriculture was mixed, with concerns raised about the vulnerability of small and marginal farmers to market forces.

National Agriculture Policy (2000):

The National Agriculture Policy of 2000 focused on sustainable agricultural development, emphasizing technology adoption, water management, and diversification (Chand 2004) [8]. It aimed to enhance farmers' income and ensure food security while promoting agri-business and agroprocessing.

2. Agricultural Loans and Financing:

The provision of financial support to the agricultural community is a cornerstone of India's banking sector. Banks offer an array of financial products tailored to the unique needs of farmers, ranging from crop loans and term loans to innovative instruments like Kisan Credit Cards (KCC), (Basu 2006) [4]. Understanding the nuances of these financial tools is imperative for assessing their impact on the livelihoods of farmers.

Crop Loans:

Crop loans form the bedrock of agricultural financing, providing short-term credit to farmers for cultivation-related expenses. These loans are typically availed at concessional interest rates and are linked to the cropping seasons. Farmers utilize crop loans to purchase seeds, fertilizers, pesticides, and meet other cultivation expenses. The repayment is aligned with the harvest season, allowing farmers to liquidate the loan from the proceeds of the sale of the crop (Kompella 2021) [19].

Term Loans:

Term loans serve a more extensive purpose, providing long-term credit for capital investments in agriculture. Farmers utilize term loans for activities such as purchasing agricultural machinery, developing irrigation infrastructure, or investing in livestock (Agbaeze and Onwuka 2013) [1]. The repayment tenure for term loans is extended, often spanning several years, to accommodate the capital-intensive nature of these agricultural ventures. The interest rates and repayment schedules are structured to align with the specific needs of the farmer and the nature of the investment.

Kisan Credit Cards (KCC):

Kisan Credit Cards (KCC) represent an innovative and farmer-friendly approach to credit. Introduced in 1998, KCC is a unique credit delivery mechanism that combines the features of both crop loans and term loans (India 1994). Farmers are issued a Kisan Credit Card, which serves as a credit line for agricultural and allied activities. The card enables farmers to access short-term credit for crop cultivation as well as long-term credit for capital investments. KCC simplifies the credit delivery process, offering flexibility in repayment and reducing the dependency on informal credit sources.

Impact on Farmers' Lives:

The impact of these ♣ financial instruments on farmers' lives is multi-faceted. Crop loans provide timely access to credit during critical phases of cultivation, mitigating financial stress and ensuring uninterrupted farming activities (Bathla and Hussain 2022) [5]. Term loans empower farmers to make strategic investments, enhancing productivity and income levels over the long term. Kisan Credit Cards, with their flexibility and accessibility, streamline the credit delivery process, empowering farmers with financial autonomy.

Challenges Faced by Farmers in Accessing Bank Loans While the availability of bank loans is vital for supporting ♣ agricultural activities, farmers in India often grapple with a myriad of challenges that hinder their seamless access to financial resources (John et al., 2023) [17]. Understanding and addressing these challenges is essential for ensuring equitable access to credit and fostering the economic well-being of the farming community.

Stringent Eligibility Criteria:

Financial institutions, to ♣ manage risk, often impose stringent eligibility criteria for loan applicants. This includes requirements related to credit history, income stability, and land ownership (Caouette et al., 1998) [7]. Small and marginal farmers, who constitute a significant portion of the agrarian community, may find it challenging to meet these criteria, limiting their access to formal credit.

Lack of Collateral: Traditional banking practices often require borrowers to provide collateral as security against the loan. In the context of agriculture, where landholdings are often fragmented and informal, farmers may face difficulties in offering tangible assets as collateral. (Edegie 2022) [11]. This limitation disproportionately affects small and marginal farmers who may not possess the requisite collateral, excluding them from accessing formal credit channels