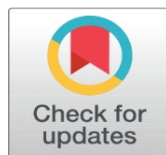
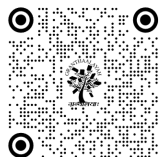


A STUDY ON THE IMPACT OF FINANCIAL ASSISTANCE PROGRAMS FOR WOMEN ENTREPRENEURS WITH REFERENCE TO COIMBATORE DISTRICT

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ABSTRACT

This study investigates the impact of financial assistance programs on women entrepreneurs in Coimbatore District, focusing on how these initiatives contribute to business sustainability. Despite potential contributions to the local economy, women entrepreneurs often encounter barriers in accessing financial resources, which can hinder their business growth. This disparity and the efficacy of business training programs, which remain underexplored, define the scope of this study. The research objectives include examining the influence of awareness and accessibility of financial assistance on business sustainability, and assessing the contribution of business training programs to the success of women-led enterprises. A descriptive research design was employed, utilizing convenience sampling to select 121 women entrepreneurs as participants. Data were collected through structured questionnaires, aiming to capture detailed insights into various financial assistance programs and their effectiveness. The study utilized descriptive statistics, factor analysis, and multiple linear regression analysis to analyze the data. Findings reveal that government grants and loans are the most recognized forms of financial assistance, with high awareness scores. Business training programs, especially those enhancing accessibility and practical skills, are also highly rated, indicating their pivotal role in business sustainability.

Keywords: Women Entrepreneurs, Financial Assistance, Business Sustainability, Coimbatore District, Entrepreneurial Training

1. INTRODUCTION

Women entrepreneurship is a burgeoning phenomenon globally, with India witnessing a significant rise in recent years. According to the Ministry of Skill Development and Entrepreneurship (MSDE)[11], India has witnessed a 17% increase in women entrepreneurs between 2018 and 2020. This surge is attributed to factors like growing educational attainment, government initiatives promoting self-employment, and societal shifts towards gender equality. However, despite this promising trend, women entrepreneurs continue to face challenges in securing adequate financial resources to establish and grow their businesses.

Coimbatore district in Tamil Nadu serves as a microcosm of this national trend. The district boasts a thriving industrial sector and a growing number of women-led enterprises. However, anecdotal evidence suggests that many women entrepreneurs in Coimbatore struggle to access the financial resources they need to thrive. This study aims to bridge this gap by investigating the impact of financial assistance programs on women entrepreneurs in Coimbatore. By analyzing the experiences of women entrepreneurs who have participated in such programs, this study seeks to shed light on the effectiveness of these initiatives in addressing their financial needs.

2. REVIEW OF LITERATURE

The literature on the impact of financial assistance programs for women entrepreneurs reveals a diverse array of insights and findings from various researchers and contexts. Rani, Vosuri, and Sundaram (2023) explore the significant relationship between financial inclusion and women's entrepreneurship in Tamilnadu, highlighting the need for policies to enhance women's access to finance. Similarly, Vijayalakshmi and Sahithyasree (2023) address the awareness and impact of government schemes on women entrepreneurs in Coimbatore, underscoring the importance of governmental initiatives in promoting female entrepreneurship. Neelakanta and Sundaram (2023) and Bayonie, Kazeem, and Ademola (2023) further emphasize the challenges women face in accessing equal rights and financial services, and the positive correlation between financial inclusion and the performance of women-led businesses.

The studies collectively advocate for enhanced financial education, accessible support programs, and inclusive financial services to empower women entrepreneurs. CH.Subbarayudu and CH.Srinivasa Rao (2021), along with Dipawali Randive (2022), discuss the paradoxes of Indian entrepreneurship and the specific challenges and economic contributions of women in business, suggesting that institutional support can significantly foster women's entrepreneurial ventures. Moreover, Pashtoon, Bin Mohamad, and Hamid (2024) emphasize the role of INGOs and governmental assistance in enhancing the financial performance of women entrepreneurs, recommending specialized support programs tailored to women's needs.

Khaleque (2018) discusses how Bangladesh's inclusive finance strategies have empowered disadvantaged women, though sectoral concentration limits access to broader financial services. Paramasivan and Subathra (2016) highlight the critical role of national institutions in promoting women entrepreneurship through various support services. Gurveen Kaur (2017) advocates for financial literacy and tailored banking services as essential for integrating women into the entrepreneurial landscape and achieving broader socio-economic development.

2.1. STATEMENT OF THE PROBLEM

In Coimbatore District, women entrepreneurs often face unique challenges that can hinder their business growth and sustainability. Despite their potential to contribute significantly to the local economy, these entrepreneurs may lack access to crucial financial resources that are more readily available to their male counterparts. This disparity not only affects their ability to start and expand businesses but also impacts the overall economic diversity and innovation within the region. Investigating the role of financial assistance in mitigating these

challenges is essential to understanding how to support and enhance the contributions of women in the business sector.

Moreover, while financial support is critical, the knowledge and skills to effectively manage and grow a business are equally important. Business training programs can play a pivotal role in empowering women entrepreneurs, yet their actual impact on the long-term viability of these businesses remains underexplored. Assessing the effectiveness of these programs in Coimbatore District will provide deeper insights into how training can complement financial assistance, potentially leading to more robust and sustainable business practices among women entrepreneurs. This analysis is vital to formulate strategies that foster an inclusive and supportive entrepreneurial ecosystem.

2.2. OBJECTIVES OF THE STUDY

- 1) To examine the impact of awareness and accessibility of financial assistance programs on the sustainability of businesses owned by women entrepreneurs in Coimbatore District.
- 2) To evaluate how business training programs contribute to the long-term success of enterprises led by women entrepreneurs in the area.

3. METHODOLOGY

Research Design

The study employed a descriptive research design to investigate the impact of financial assistance programs on women entrepreneurs in the Coimbatore District. This methodology facilitated an in-depth analysis of the existing conditions and relationships between various financial support mechanisms and their effectiveness for the target demographic.

Sampling Technique and Size

Convenience sampling was utilized to select participants, making it possible to quickly gather data from a group of respondents who were readily available and willing to participate. The study involved 121 women entrepreneurs from various business sectors within the district.

Data Collection Methods

Data were collected using primary sources through a structured questionnaire designed to specifically assess the impacts of different financial assistance programs. The questionnaire aimed to capture detailed insights into each type of financial aid and its relevance and effectiveness for the women entrepreneurs.

Target Respondents

The target respondents of this research were women entrepreneurs operating businesses in the Coimbatore district.

Data Analysis Tools

Data analysis was conducted using a combination of descriptive statistics, factor analysis, and multiple linear regression analysis. Descriptive statistics provided a summary of the data, highlighting key trends and patterns. Factor analysis was used to identify underlying variables or factors that explain the data structure. Multiple linear regression analysis helped in understanding the relationships and predictive values of different types of financial assistance on the sustainability and growth of women-owned businesses in the district, aligning directly with the research objectives.

4. DATA ANALYSIS

Table 1

Table 1 Awareness of Financial Assistance Programs		
Awareness of Financial Assistance Programs	Mean	Std. Deviation
Government Grants and Loans	3.488	1.298
Microfinance Institutions (MFIs)	3.116	1.330
Self-Help Groups (SHGs)	2.876	1.364
Venture Capital and Angel Investments	2.653	1.436
Bank Loans with Special Conditions for Women	2.810	1.274
Subsidy Schemes	2.868	1.366
Skill Development and Training Programs	3.306	1.290
Entrepreneurship Development Programs	3.306	1.309
Average Score	3.053	1.333

From the above table no.1, the descriptive statistics for the Awareness of Financial Assistance Programs are ranked from 'Government Grants and Loans' stood at first with the highest mean score 3.488, followed by 'Skill Development and Training Programs' stood at second with the mean score 3.306, 'Entrepreneurship Development Programs' stood at second with the mean score 3.306, 'Microfinance Institutions (MFIs)' stood at third with the mean score 3.116, 'Self-Help Groups (SHGs)' stood at fourth with the mean score 2.876, 'Subsidy Schemes' stood at fifth with the mean score 2.868, 'Bank Loans with Special Conditions for Women' stood at sixth with the mean score 2.810, and finally 'Venture Capital and Angel Investments' stood at seventh with the mean score 2.653.

Table 2

Table 2 Financial Assistance		
Financial Assistance	Mean	Std. Deviation
The amount of financial assistance received is adequate for business needs	3.421	1.359
The terms of financial assistance are clear and understandable	3.562	1.290
Financial assistance is readily accessible when needed	3.165	1.344
The repayment terms for financial assistance are reasonable and manageable	3.322	1.266
The type of financial assistance received is appropriate for the business model	3.471	1.373
Financial assistance has been crucial in overcoming financial hurdles	3.488	1.272
Interest rates on financial assistance are competitive with market rates	3.099	1.417
Financial assistance was obtained in a timely manner after application	3.248	1.273
Feedback from the financial institution was helpful in improving business operations	3.331	1.274
Financial assistance has enabled the acquisition of necessary business assets	3.190	1.350
There is flexibility in the use of funds provided through financial assistance	3.488	1.272

Support services accompanying financial assistance are adequate and useful	3.107	1.383
Financial assistance has led to an increase in the product or service range	3.264	1.302
There is a direct correlation between financial assistance and increased market share	3.000	1.438
Financial assistance helps in maintaining cash flow during off-peak seasons	3.388	1.344
The process of applying for financial assistance is straightforward and transparent	3.372	1.212
There are sufficient options for financial assistance tailored to women entrepreneurs	3.083	1.370
Regular follow-ups and support from financiers post-funding are sufficient	3.182	1.366
Average Score	3.288	1.328

Table no.2 ranks the factors of financial assistance based on mean scores. Leading the ranking is 'The terms of financial assistance are clear and understandable' with a score of 3.562. It's followed by 'Financial assistance has been crucial in overcoming financial hurdles' and 'There is flexibility in the use of funds provided through financial assistance', both tied at second with a score of 3.488. Subsequent rankings include 'The type of financial assistance received is appropriate for the business model' at third with 3.471, 'The amount of financial assistance received is adequate for business needs' at fourth with 3.421, and continuing down to 'There is a direct correlation between financial assistance and increased market share' at seventeenth with a score of 3.000.

Table 3

Table 3 Business Training Programs		
Business Training Programs	Mean	Std. Deviation
The training programs are relevant to my business needs	3.397	1.313
Training has significantly improved my business skills	3.537	1.291
The trainers are knowledgeable and experienced in their fields	3.430	1.365
The training content is up-to-date with current business practices	3.281	1.410
Training programs are accessible in terms of location and time	3.306	1.309
The training has provided valuable networking opportunities	3.157	1.414
Training programs include personalized coaching sessions	3.132	1.402
Training effectively addresses the specific challenges faced by women entrepreneurs	3.496	1.298
Training includes modules on digital marketing and e-commerce	3.182	1.348
Participants receive certifications that are recognized in the industry	3.000	1.438
Training programs offer practical, hands-on learning experiences	3.388	1.227
Feedback from training sessions is used to make necessary adjustments to business strategies	3.273	1.278
Training covers financial literacy and management skills specifically	3.421	1.371
There is a strong peer support system within the training programs	3.099	1.350
Training sessions are scheduled at convenient times for women with family commitments	3.339	1.320
Training venues are easily accessible by public transportation	3.545	1.297

The duration of training programs is sufficient to cover all necessary topics thoroughly	3.198	1.382
Post-training support is available to implement learned skills effectively	3.099	1.375
Average Score	3.293	1.344

Table no.3 presents the rankings of Business Training Programs based on mean scores. 'Training venues are easily accessible by public transportation' leads with the highest score of 3.545. It is followed by 'Training has significantly improved my business skills' at second with a score of 3.537, and 'Training effectively addresses the specific challenges faced by women entrepreneurs' at third with 3.496. Further rankings include 'The trainers are knowledgeable and experienced' at fourth with 3.430, and 'Training covers financial literacy and management skills' at fifth with 3.421, continuing down to 'Participants receive certifications recognized in the industry' at seventeenth with a score of 3.000.

Table 4

Table 4 Business Sustainability		
Business Sustainability	Mean	Std. Deviation
The business has maintained a steady growth in revenue since receiving assistance	3.182	1.348
The financial health of the business has improved after participation in training programs	3.339	1.320
The business is able to adapt to changes in the market effectively	3.322	1.266
Employee satisfaction and retention have improved over time	3.132	1.390
The business has a clear sustainability plan for the future	3.116	1.386
The business is capable of surviving economic downturns	3.000	1.438
The business has developed new customer segments since receiving financial assistance and training	3.165	1.344
There is an increase in the business's ability to compete in the market against larger companies	3.256	1.281
The business has achieved significant environmental sustainability improvements	3.033	1.390
Business operations have become more efficient in terms of resource use and management	3.264	1.270
The business actively engages with the community and participates in social responsibility initiatives	3.099	1.350
The business has established a strong online presence, enhancing its market reach and customer engagement	3.430	1.322
Average Score	3.195	1.342

Table no.4 ranks factors related to Business Sustainability by their mean scores. 'The business has established a strong online presence' leads with a score of 3.430. It is followed by 'The financial health of the business has improved after training programs' at second with a score of 3.339, and 'The business is able to adapt to market changes effectively' at third with 3.322. Further, 'Business operations have become more efficient' ranks fourth at 3.264, and the ability to compete against larger companies is fifth at 3.256. The rankings continue down to 'The business is capable of surviving economic downturns' at twelfth with a score of 3.000.

Table 5**Table 5 KMO and Bartlett's Test - Financial Assistance**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.550
Bartlett's Test of Sphericity	Approx. Chi-Square	197.223
	df	153
	Sig.	.009

Table No.5 reveals that the KMO measure of 0.550 suggests a moderate adequacy of the sample for factor analysis, while Bartlett's Test of Sphericity indicates significant correlations among variables (Chi-Square = 197.223, df = 153, Sig. = 0.009), supporting the factorability of the dataset.

Table 5(a)**Table 5(a) Rotated Component Matrix- Financial Assistance**

	Rotated Component Matrix ^a							
	Component							
	1	2	3	4	5	6	7	Communalities
The type of financial assistance received is appropriate for the business model	.756							0.697
The repayment terms for financial assistance are reasonable and manageable	.726							0.575
Financial assistance is readily accessible when needed	.474							0.505
There are sufficient options for financial assistance tailored to women entrepreneurs		.681						0.645
Interest rates on financial assistance are competitive with market rates		.642						0.442
The amount of financial assistance received is adequate for business needs		.547						0.393
Financial assistance has enabled the acquisition of necessary business assets			.759					0.749
Financial assistance has led to an increase in the product or service range			.643					0.565
The process of applying for financial assistance is straightforward and transparent			.477					0.504
Financial assistance helps in maintaining cash flow during off-peak seasons				.791				0.685
Regular follow-ups and support from financiers post-funding are sufficient				.578				0.603
Financial assistance has been crucial in overcoming financial hurdles					.740			0.623
There is a direct correlation between financial assistance and increased market share					-.625			0.550
Support services accompanying financial assistance are adequate and useful						.670		0.522
Financial assistance was obtained in a timely manner after application						.622		0.406

Feedback from the financial institution was helpful in improving business operations							.713	0.596
There is flexibility in the use of funds provided through financial assistance							.501	0.456
The terms of financial assistance are clear and understandable							.450	0.539
Total Eigen Values	2.438	1.567	1.375	1.283	1.205	1.149	1.038	
% of Variance	13.546	8.705	7.641	7.126	6.697	6.384	5.764	
Cumulative %	13.546	22.251	29.892	37.018	43.715	50.099	55.863	

Table No.5(a) reveals that the factor analysis of financial assistance reveals seven components with total eigenvalues ranging from 2.438 to 1.038, explaining a cumulative variance of 55.863%. The first component alone accounts for 13.546% of the variance, highlighting its significant role, which includes aspects such as the appropriateness of financial assistance for business models and the reasonableness of repayment terms. The descending order of explained variance by subsequent components suggests that while the initial factors cover major aspects of financial assistance effectiveness, the latter factors, though contributing less to the variance, still address critical dimensions such as the flexibility of fund usage and the clarity of terms.

Table 5(b)

Table 5(b) Model Summary - Financial Assistance										
Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df 1	df 2	Sig. F Change	
1	.583 ^a	.340	.299	5.12448	.340	8.300	7	113	.000	1.929
a. Predictors: (Constant), Basic Accessibility and Terms, Competitiveness and Adequacy, Impact on Business Growth, Sustaining Operations, Overcoming Financial Challenges, Timeliness and Support Services, Flexibility and Feedback										
b. Dependent Variable: Business Sustainability										

Table No.5(b) reveals that the model summary for financial assistance demonstrates a moderate correlation ($R = .583$) between the predictors and business sustainability, explaining 34% of the variance ($R^2 = .340$). The adjusted R^2 (.299) accounts for the number of predictors used, indicating a relatively good fit. The significant F-change ($\text{Sig. F Change} = .000$) confirms the statistical relevance of the predictors in influencing business sustainability, supported by a Durbin-Watson statistic of 1.929, suggesting minimal autocorrelation within the residuals.

Hypothesis No.1:

Null Hypothesis (H_0): There is no significant linear relationship between the predictors of Financial Assistance and Business Sustainability

Alternative Hypothesis (H_a): There is a significant linear relationship between the predictors of Financial Assistance and Business Sustainability

Table 5(c)

Table 5(c) ANOVA - Financial Assistance						
ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1525.696	7	217.957	8.300	.000 ^b
	Residual	2967.411	113	26.260		
	Total	4493.107	120			
a. Dependent Variable: Business Sustainability						
b. Predictors: (Constant), Basic Accessibility and Terms, Competitiveness and Adequacy, Impact on Business Growth, Sustaining Operations, Overcoming Financial Challenges, Timeliness and Support Services, Flexibility and Feedback						

Table No.5(c) reveals that the ANOVA for financial assistance indicates that the regression model significantly predicts business sustainability ($F = 8.300, p = .000$). The model explains a considerable portion of the variance in the dependent variable, with the regression sum of squares at 1525.696 and the residual sum of squares at 2967.411, suggesting the predictors like accessibility, competitiveness, and impact on growth are effective in explaining changes in business sustainability.

Table 5(d)

Table 5(d) Coefficients- Financial Assistance						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	38.339	.466		82.297	.000
	Basic Accessibility and Terms	1.283	.468	.210	2.742	.007
	Competitiveness and Adequacy	1.022	.468	.167	2.184	.031
	Impact on Business Growth	1.168	.468	.191	2.496	.014
	Sustaining Operations	1.716	.468	.280	3.667	.000
	Overcoming Financial Challenges	.862	.468	.141	1.842	.068
	Timeliness and Support Services	1.920	.468	.314	4.104	.000
	Flexibility and Feedback	1.136	.468	.186	2.428	.017
a. Dependent Variable: Business Sustainability						

Table No. 5(d) reveals that the coefficients table for financial assistance indicates that all predictors contribute positively to business sustainability, with 'Timeliness and Support Services' having the strongest impact ($\text{Beta} = .314, t = 4.104, p = .000$). Significant coefficients were also observed for 'Sustaining Operations' and 'Basic Accessibility and Terms,' among others, highlighting their importance in improving business sustainability. The model is statistically significant, as demonstrated by the significant t-values and low p-values for most predictors.

Table 5(e)

Table 5(e) Residuals Statistics - Financial Assistance					
Residuals Statistics^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	30.1877	46.0535	38.3388	3.56569	121
Residual	-14.06236	10.94516	.00000	4.97277	121
Std. Predicted Value	-2.286	2.164	.000	1.000	121

Std. Residual	-2.744	2.136	.000	.970	121
a. Dependent Variable: Business Sustainability					

Table No. 5(e) reveals that the residuals statistics for the financial assistance model reveal that the residuals have a mean of 0 and a standard deviation of approximately 4.97, indicating a normal distribution around the mean predicted value of business sustainability, which stands at 38.3388 with a standard deviation of 3.57. The range of residuals, from -14.06236 to 10.94516, shows variability but remains within acceptable limits, suggesting a good fit of the model to the data.

Table 6

Table 6 KMO and Bartlett's Test - Business Training Programs		
KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.488
Bartlett's Test of Sphericity	Approx. Chi-Square	260.375
	df	153
	Sig.	.000

Table No. 6 reveals that the KMO measure of 0.488 for the business training programs analysis indicates a moderate level of sampling adequacy, which is somewhat low but acceptable for factor analysis. The Bartlett's Test of Sphericity results with a chi-square of 260.375 and a significance level of 0.000 strongly suggest that the variables are sufficiently correlated for factor analysis to be appropriate and effective.

Table 6 (a)

Table 6 (a)

Table 6 (a) Rotated Component Matrix - Business Training Programs									
	Rotated Component Matrix ^a								Communalities
	Component								
	1	2	3	4	5	6	7	8	
Post-training support is available to implement learned skills effectively	-.700								0.663
Training has significantly improved my business skills	.587								0.608
The training programs are relevant to my business needs	.555								0.408
Training programs offer practical, hands-on learning experiences		.804							0.721
Training venues are easily accessible by public transportation		.801							0.739
Training sessions are scheduled at convenient times for women with family commitments			.679						0.648
The training content is up-to-date with current business practices			.666						0.567
There is a strong peer support system within the training programs			.652						0.699
Training programs include personalized coaching sessions				.725					0.681
The training has provided valuable networking opportunities				.699					0.618
Training programs are accessible in terms of location and time					.823				0.721

Training covers financial literacy and management skills specifically						.599			0.660
The duration of training programs is sufficient to cover all necessary topics thoroughly						.490			0.495
Participants receive certifications that are recognized in the industry						-.738			0.607
Feedback from training sessions is used to make necessary adjustments to business strategies						.641			0.674
The trainers are knowledgeable and experienced in their fields						.841			0.739
Training effectively addresses the specific challenges faced by women entrepreneurs						.486			0.643
Training includes modules on digital marketing and e-commerce								.883	0.793
Total Eigen Values	2.2	1.786	1.58	1.423	1.304	1.197	1.156	1.036	
% of Variance	12.225	9.92	8.776	7.905	7.246	6.651	6.42	5.755	
Cumulative %	12.225	22.145	30.921	38.825	46.072	52.722	59.143	64.898	

Table No. 6 (a) reveals that the rotated component matrix for the business training programs reveals a complex structure with eight components explaining a cumulative 64.898% of the variance, showcasing a diverse impact of the training on participants. The leading component alone contributes 12.225% to the variance, emphasizing aspects like post-training support and direct improvements in business skills. Each subsequent component continues to capture significant aspects of the training's effectiveness, from practical learning experiences and accessibility to specialized content like digital marketing.

Table 6 (b)

Table 6 (b) Model Summary - Business Training Programs										
Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df 1	df 2	Sig. F Change	Durbin-Watson
1	.578 ^a	.334	.286	5.17032	.334	7.010	8	112	.000	1.905
a. Predictors: (Constant), Skill Enhancement and Relevance, Accessibility and Practicality, Inclusivity and Support, Personalized Growth Opportunities, Comprehensive Accessibility, Recognized Advancement, Expert Guidance and Targeted Solutions, Modern Business Strategies										
b. Dependent Variable: Business Sustainability										

Table No. 6 (b) reveals that the model summary for business training programs indicates a moderate positive correlation ($R = .578$) between the predictors and business sustainability, explaining approximately 33.4% of the variance ($R^2 = .334$). The adjusted R^2 value of .286 suggests a good predictive capability of the model after accounting for the number of predictors. The significant F-change ($\text{Sig. F Change} = .000$) validates the statistical relevance of the model in explaining

business sustainability, supported by a Durbin-Watson statistic of 1.905, indicating minimal autocorrelation within the residuals.

Hypothesis No.2:

Null Hypothesis (H₀): There is no significant linear relationship between the predictors of Business Training Programs and Business Sustainability

Alternative Hypothesis (H_a): There is a significant linear relationship between the predictors of Business Training Programs and Business Sustainability

Table 6 (c)

Table 6 (c) ANOVA - Business Training Programs						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1499.099	8	187.387	7.010	.000 ^b
	Residual	2994.009	112	26.732		
	Total	4493.107	120			
a. Dependent Variable: Business Sustainability						
b. Predictors: (Constant), Skill Enhancement and Relevance, Accessibility and Practicality, Inclusivity and Support, Personalized Growth Opportunities, Comprehensive Accessibility, Recognized Advancement, Expert Guidance and Targeted Solutions, Modern Business Strategies						

Table No. 6 (c) reveals that the ANOVA results for the business training programs model demonstrate that the regression significantly predicts business sustainability, with an F-value of 7.010 and a p-value of .000. The regression model explains a substantial part of the variance in business sustainability, with a regression sum of squares at 1499.099, indicating that the model's predictors, which include skill enhancement, accessibility, and modern business strategies, effectively contribute to the predicted outcome.

Table 6 (d)

Table 6 (d) Coefficients- Business Training Programs								
Coefficients ^a								
Model				Unstandardized Coefficients		Standardized Coefficients	t	Sig.
				B	Std. Error	Beta		
1	(Constant)			38.339	.470		81.567	.000
	Skill Enhancement and Relevance			1.450	.472	.237	3.073	.003
	Accessibility and Practicality			1.512	.472	.247	3.204	.002
	Inclusivity and Support			1.554	.472	.254	3.293	.001
	Personalized Opportunities	Growth		1.292	.472	.211	2.738	.007
	Comprehensive Accessibility			1.431	.472	.234	3.033	.003
	Recognized Advancement			.077	.472	.013	.163	.870
	Expert Guidance and Targeted Solutions			1.380	.472	.226	2.925	.004
	Modern Business Strategies			.238	.472	.039	.503	.616
a. Dependent Variable: Business Sustainability								

Table No. 6 (d) reveals that the coefficients from the regression analysis on business training programs indicate that most predictors have a positive and

statistically significant impact on business sustainability. 'Inclusivity and Support' has the strongest influence (Beta = .254, $t = 3.293$, $p = .001$), followed closely by 'Accessibility and Practicality' and 'Skill Enhancement and Relevance'. However, 'Recognized Advancement' and 'Modern Business Strategies' show minimal to no significant effect, suggesting that while these elements are included in the programs, their direct impact on sustainability is limited.

Table 6 (e)

Table 6 (e) Residuals Statistics - Business Training Programs					
Residuals Statistics^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	31.7405	46.1549	38.3388	3.53447	121
Residual	-12.97169	12.29894	.00000	4.99500	121
Std. Predicted Value	-1.867	2.211	.000	1.000	121
Std. Residual	-2.509	2.379	.000	.966	121
a. Dependent Variable: Business Sustainability					

Table No. 6 (e) reveals that the residuals statistics for the business training programs model reveal a well-balanced distribution with residuals having a mean of 0 and a standard deviation of approximately 4.995, indicating a normal dispersion around the mean predicted value. The range of residuals, from -12.97169 to 12.29894, reflects variability but remains within acceptable limits for the model's reliability in predicting business sustainability. The standard deviations for predicted and residual values show that the model fits the data adequately.

5. FINDINGS AND SUGGESTIONS

5.1. FINDINGS OF THE STUDY

- Government grants and loans are the top recognized financial assistance, scoring highest in awareness with a mean of 3.488.
- Skill Development and Training Programs and Entrepreneurship Development Programs are equally ranked second for awareness among financial assistance options, each with a mean score of 3.306.
- Microfinance Institutions rank third with a mean score of 3.116, while Self-Help Groups and Subsidy Schemes follow with scores of 2.876 and 2.868 respectively.
- The terms of financial assistance being clear and understandable are highly valued, leading with a score of 3.562.
- The flexibility in the use of funds and their crucial role in overcoming financial hurdles both score 3.488, emphasizing their importance.
- The highest-rated aspect of business training programs is the accessibility of training venues by public transportation, scoring 3.545.
- Training that significantly improves business skills and specifically addresses the challenges faced by women entrepreneurs scores 3.537 and 3.496 respectively.
- Establishing a strong online presence is the top factor for business sustainability, scoring 3.430.
- Enhancements in business operations efficiency and the ability to adapt to market changes score 3.264 and 3.322, respectively, underscoring their influence on sustainability.

- Financial assistance demonstrates a moderate correlation ($R = .583$) with business sustainability, explaining 34% ($R\text{ Square} = .340$) of the variance, and shows significant impact, particularly in timeliness and support services.
- Business training programs show a moderate positive correlation ($R = .578$) with business sustainability, explaining approximately 33.4% ($R\text{ Square} = .334$) of the variance, with inclusivity and support highlighted as highly influential.
- Although included in training, recognized advancement and modern business strategies have minimal direct effects on sustainability, indicating potential areas for improvement in program content.

5.2. SUGGESTIONS

Based on the findings from the study on the impact of financial assistance programs for women entrepreneurs in Coimbatore District, it is evident that government grants and loans are the most recognized and utilized forms of financial assistance, indicating a high level of trust and reliance on these sources. Therefore, it is suggested that policy makers and financial institutions continue to promote and perhaps expand these programs to reach an even broader audience. Additionally, considering the high scores for clarity and understandability of financial terms, maintaining transparency in financial dealings should be a continued focus to further enhance trust and utilization of these programs. Similarly, the importance of flexibility in fund usage should be highlighted in financial policies to better support the unique needs of women entrepreneurs.

Furthermore, the study underscores the effectiveness of business training programs in enhancing business skills and addressing specific challenges faced by women entrepreneurs. Training venues that are easily accessible and programs that offer practical, hands-on learning experiences are particularly beneficial. Given the significant role these programs play in fostering business sustainability, it is recommended that such training initiatives be expanded and made more accessible to a larger number of women entrepreneurs. Moreover, efforts should be made to update the content of these programs to include modern business strategies and recognized advancements, despite their current minimal direct impact, to ensure that women entrepreneurs are well-equipped to face the evolving challenges in the business environment.

6. CONCLUSION

The investigation into the impact of financial assistance programs for women entrepreneurs in the Coimbatore District has provided significant insights into their preferences for and the impacts of these supports. The findings indicate that government grants and loans are the most acknowledged and valued financial aid, underscoring a robust foundation of trust and extensive acceptance among women entrepreneurs. Additionally, the focus on the clarity and flexibility of financial terms highlights an evolving sophistication in financial engagements that necessitates ongoing adaptation and responsiveness from policymakers and financial institutions. Furthermore, the research has underscored the pivotal role of skill development and entrepreneurship training programs in significantly enhancing business skills and operational sustainability among women-led businesses.

Based on the results of this study, there is a compelling justification for strategic enhancements and the expansion of both financial and training support systems tailored to the specific needs of women entrepreneurs in Coimbatore. The demonstrated effectiveness of accessible training venues and the distinct demand for comprehensive, practical business training suggest a strong case for broadening the reach and depth of such initiatives. Additionally, the findings advocate for continuous updates and improvements in program content, including the integration of modern business strategies and technological advancements, to keep abreast of global business trends. Addressing these areas will greatly support the economic empowerment of women entrepreneurs, fostering an ecosystem conducive to business innovation and sustainability in the region.

CONFLICT OF INTERESTS

None.

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