INTRODUCTION

The State of Rajasthan the land of ancient culture and world renowned valour, with illustrious historical record of heroes and heroines, its soil having absorbed the blood of numerous warriors and bearing the imprints of numerous battles, its flora and fauna presenting certain places, natural sights of exceptional beauty, its rocks bearing in womb immovable stocks of valuable mineral wealth, entrepreneurial skill and ability of hard working Marwaris’, but still the state occupies a back seat among the industrialized State of India.

Rajasthan is the largest State in India, Geographically constituting 10.4 per cent of the total geographical area of India. Topographically, deserts in the State constitute a large chunks of the land mass, where the settlements are scattered and the density of population is quite low. It is administratively divided into 7 divisions, 33 districts, 244 tehsils, 249 panchayat samities and 9,168 gram panchayats.

Entrepreneurs are the catalytic agent of change, the pace of economic growth both in developing and developed countries based on entrepreneurs. They are the captains of the industry, risk takers & bearers, innovators and managers. They are the organizers of the society’s productive resources, produces new articles, develops, new production, techniques, established new industrial enterprises contributes the development and expansion of existing enterprises, promotes, capital formation, creates new employment opportunities, raises standard of living, removes poverty, regional in balances and executed govt. policies. The skill and traits of entrepreneur is called entrepreneurship. It is the process of searching out opportunities in the market place and arranging resources required to exploit these opportunities for long period gains. It includes the process of planning, organizing, searching opportunities and executing the dreams into the realities. It is a creative and innovative skill and adopting response to environment.
In the 21st century, women have ventured into many male dominated areas and business in one of those. The transition from cloistered joint family environment male dominated aera to cut throat competition multinational business, transnational companies has had its traumas. Some who could not bear it all, faltered and retreated. The others who took the snubs in their stride and preserved. These are the few who now writing the first chapter of tomorrow’s success stories. On the contrary it probably still time in some locales that women cannot get business loans without a husband’s or father’s co-signature. For this sort of reason, specially in the business development, quite apart from question of equity. But in case of networking among solely women entrepreneurs provides a significant support for sharing experiences with gender – related obstacles and techniques for dealing with them.

The state government is very sensitive to women entrepreneurship development through various measures of women empowerment programmes. To provide impetus to initiate that address the need of women and to coordinate with the various department working for their development a separate directorate for woman empowerment was established in 2007 in Rajasthan, women entrepreneurs in Rajasthan can get specific advantages such as: Geographically largest state in the country, close proximity to the capital of India Delhi, New State SEZ act is on the anvil, first state to have single window mechanism for investors through an act. New Investment and investment policy, strong industrial base (over 322 industrial areas across the state) IT policy is in place, In case of it, Low operational cost (around 30%) and low attrition rate, abundant human resources (IIT, NIT, Amit, AIIMS, BITS, National Law University, Central University World Class University, IIM), Jaipur Ranked 3rd in India in “Ease of doing Business” by world Bank report on India, Committed leadership and conductive investment climate, Pro-active support from the state Government, Delhi-Mumbai Industrial Corridor, Delhi-Mumbai Freight corridor, peaceful and congenial work environment, Land of Prestigious Multinational companies (Ericsson, Genpact, Deustse Bank, Gillette, Corning, Bausch and Lomb, Honda, Saint Gobaen, Mico Bosch) one of the largest produced of mines, and minerals (marble, granite, sandstone, gypsum etc.)

The State government, India Government IDBI, RIICO, RFC and DIC’s also providing help in the form of Land allotment, concessions, rebates, financial assistance,
training, raw material and technical guidance so to promote women entrepreneurship in Rajasthan specially in Jaipur region. The entrepreneurship development institute and at National and State Level Industrial and Investment corporations organize special programmes not only to cater special requirements of existing women entrepreneurship but also to indentify new entrepreneurs to start new ventures. There are special scheme Mahila Udyan Nidhi for women who set up their own units. However studies have indicated that many women and also organizations sponsoring the women who are unaware of the same. The present study will be helpful in highlighting and encouraging women entrepreneurhip. It is also expected in the dynamic and changing era where socio-economic cultural norms are changing, urbanization, industrialization, emergence of nuclear family, globalization, information technology, women will enter in the comparatively new fields and will prove their credibility in greater number of successful and vibrant entrepreneurs.

Rajasthan State Industrial Development and Investment Corporation (RIICO):

It is an apex organization engaged in fostering growth of industrialization in the state. It was established in 1969. The Mission of RIICO is to catalyse planned industrialization in Rajasthan.

It has emerged as multi faceted and dynamic vibrant institution. It has kept pace with the industrialization process is providing complete and innovative means of financing and investment support services. It is government agency in the State involved in development of Land for industrial enterprises. Large, medium and small scale projects get an easy access to a ready to use base with supportive infrastructure facilities provided by RIICO has contributed to promote accelerated growth of Industrial sector in state. It’s authorized capital is of Rs. 2350 million and paid up capital is Rs. 2102 million. It has earned net profit of Rs. 1533.60 million during 2009-10. the engaged man power of 1054 person. Office network of 26 offices in Rajasthan and one in Delhi.

Rajasthan Financial Corporation RFC-

It was established under State financial Corporation Act, 1951 RFC was enacted under this act on 17th July, 1955 to cater the need of small and medium industries in
Rajasthan, balanced development of industries, to promote technological and infrastructure development. It also encourages new entrepreneurs specially women entrepreneurs under writing of bonds, shares, debentures, to do the business of business houses show rooms and commercial complex. It also provided seed capital, setting of new industries, expansion and renovation of existing one from Rs. 2000 to Rs. 20 crores.

RFC has launched loan schemes to extend financial assistance to the entrepreneurs such as who want to provide the services of hospital and nursing homes, hotels and restaurant, Mahila Udyan Nidhi for women entrepreneurs and loan scheme for professional carriers. Besides this, RFC also provides term loan up to 5.00 lakh to entrepreneurs of SC/SC on special / concessional rate of interest to attract them for setting-of of industrial units in the State.

During 2009-2010 following schemes have been implemented to reduce non-productive Assets (NPAs):

- Settlement of Small loan cases having disbursed amount upto Rs. 1.00 Lakh.

- One time NPAs settlement scheme.

- Settlement of deficit, decrectal and write – off cases.

- Settlement of transport loan cases of amount upto Rs. 1.00 Lakh.

- Scheme for waiver of Panel interest in cases above Rs. 2.00 Lakh.

Achievements made during the financial year 2009-10 upto December, 2009 have been shown.

Production indices in three different groups of industrial sector. The general index of industrial sector. The general index of industrial production of the state stood at 307.62 in the year 2009 which was 282.95 in the year 2008, registering an increase of 8.72 percent over the previous year. A rising trend has been observed in all sectors during the year
2009. The index of manufacturing section has increased by 9.50 percent, the mining sector by 5.61 percent and electricity sector by 0.62 percent.

**Importance of the Study in Present Era:**

The contribution of entrepreneurs is pervasive, they are the movers, King Pin wheel and the catalytic agent of change. They tap the under utilization of natural and physical resources of the economy. The present study will highlight how the RIICO and RFC are contributing in the development of women entrepreneurs in Rajasthan ?, specially in the selected districts of Jaipur regions, RIICO is the Apex organisation providing Land, Loan, technical and other types of help in the promotion of industrialisation in the State Technical, managerial and professional guidance is also provided by it, various schemes concessions and other help is also made available by RIICO. The RFC is also helping in the promotion of small, medium and larger women entrepreneurs.

Thus the study is important from individual entrepreneurs at the micro level and at the macro level it is a contribution for promotion of women entrepreneurs in the state. It will also high light about the schemes, functioning, concessions, assistance for backward regions for creating awareness among women entrepreneurs. It is helping in the promotion of knowledge as well as finding of problems so, that the efficiency of RIICO and RFC will be enhanced. It will also high light comprehensive suggestions to the government to remove delay, hurdles and redtapism.

The present study covers whole gamut of role of RIICO and RFC in the promotion of entrepreneurship in Rajasthan. The aspect of role of RIICO and RFC is a micro scopic vision, while development of women entrepreneurship in Rajasthan in the special reference to selected districts of Jaipur region is the main thrust area of the study. It will cover the study of object, functions, schemes, industrial area, SEZ, incentives, joint venture, foreign collaboration foreign direct investment, scheme for the NRI and future plans, prospects of women entrepreneurs. Their education, training programmes and practical orientation.