

Government Scheme Awareness and Its Impact on the Performance and Survival of MSMEs: Evidence from Mysuru District

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Abstract:

Micro, Small, and Medium Enterprises (MSMEs) are supported by an extensive architecture of Central and State Government schemes designed to ease access to credit, collateral relief, and market participation. However, the extent to which target enterprises are actually aware of, and utilize, these schemes — and whether utilization translates into measurable business outcomes — remains uncertain at the district level. The present study examines the awareness, accessibility, and utilization of Central and State Government schemes among MSMEs in Mysuru, and the impact of core financial schemes on overall MSME performance and survival. The study adopts a quantitative, empirical research design based on primary data collected through a structured questionnaire administered to 200 MSMEs in Mysuru. Awareness and utilization were measured on a 5-point scale (1 = Not Aware to 5 = Actively Utilizing) across eight Central and State schemes, and overall performance and survival was measured as a composite of four self-reported business outcome items. The findings show that awareness and utilization remain low overall: the highest-rated schemes — the Pradhan Mantri MUDRA Yojana (PMMY, mean = 1.51), the Prime Minister's Employment Generation Programme (PMEGP, mean = 1.35), and the Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE, mean = 1.34) — all remained closer to “Not Aware” than to any stage of active use, and between 64% and 97% of respondents reported no awareness of any individual scheme. A multiple regression of the four core financial schemes on overall performance and survival was statistically significant ($R^2 = .428$, $F(4,195) = 36.419$, $p < .001$), with PMMY ($\beta = .402$, $p < .001$) and CGTMSE ($\beta = .442$, $p < .001$) each showing a significant positive relationship with performance, while the Chief Minister's Employment Generation Programme (CMEGP) showed a significant negative relationship ($\beta = -.244$, $p = .001$) and PMEGP showed no significant relationship ($\beta = .047$, $p = .477$). Overall, the study shows that despite decades of scheme proliferation, awareness remains the primary bottleneck to MSME scheme access in Mysuru, and that utilization of the schemes MSMEs do know about is a significant, though uneven, predictor of business performance and survival.

KeyWord:

- . MSME,
- . Government Schemes,
- . Awareness and Utilization,
- . PMMY,
- . CGTMSE,
- . Business Performance
- . Survival, Mysuru.

INTRODUCTION:

Micro, Small, and Medium Enterprises (MSMEs) form one of the largest contributors to employment, output, and exports in the Indian economy, and are widely regarded as a critical engine for inclusive growth. In recognition of their importance, the Central and State Governments have introduced a wide range of schemes intended to improve MSMEs' access to credit, reduce collateral burdens, encourage entrepreneurship, and support innovation and export readiness. These schemes include credit-linked programmes such as the Pradhan Mantri MUDRA Yojana (PMMY), employment-generation schemes such as the Prime Minister's and Chief Minister's Employment Generation Programmes (PMEGP and CMEGP), and credit guarantee mechanisms such as the Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE).

Despite the scale of this scheme architecture, anecdotal and policy evidence repeatedly points to a persistent gap between scheme availability and actual scheme uptake among MSMEs, particularly smaller and less formally organised enterprises. Whether MSMEs are aware that these schemes exist, whether that awareness translates into actual utilization, and whether utilization in turn improves business performance and survival, are empirical questions that require direct measurement at the enterprise level rather than assumption. (Sharma & Patil, 2025; Buteau, 2021)

Awareness of scheme availability provides only the first step in a longer process that includes accessibility (the practical ease of applying for and receiving scheme benefits) and utilization (the extent to which an enterprise has actually drawn on a scheme). An MSME may be aware of a scheme yet find it inaccessible due to documentation or collateral requirements, or may access a scheme without it translating into measurable performance gains. Examining awareness, accessibility, utilization, and downstream performance together therefore provides a more complete picture of scheme effectiveness than awareness alone (A and P, Chandrakala D, 2025; B S and Mazumdar, 2025). Against this background, the present study focuses specifically on two dimensions of MSME scheme engagement in Mysuru: the level of awareness, accessibility, and utilization of Central and State Government schemes, and the impact of core financial schemes on overall MSME performance and survival. (Nihlani & Rai, 2023; Gowda & Srinivas, 2023)

BACKGROUND THEORY:

GOVERNMENT SCHEMES AND INFORMATION ASYMMETRY:

Information asymmetry provides a useful theoretical lens for understanding low scheme awareness among MSMEs. Government departments and financial institutions typically possess more complete information about scheme eligibility, application procedures, and benefits than individual enterprise owners, particularly owners of informally organised, Micro-scale enterprises with limited administrative capacity (J, S and C, 2025; Nikita Jadhav, Usha J.C, 2025; Singh and S, 2025). Consequently, awareness of a scheme's existence often depends on informal information channels — such as peer business owners — rather than the formal channels the scheme was designed to be accessed through. This asymmetry can result in persistently low awareness even where scheme provisions are, in principle, generous. (Buteau, 2021; NITI Aayog, 2024)

GOVERNMENT SCHEME UTILIZATION AND FIRM PERFORMANCE:

Institutional support theory suggests that government-backed financial instruments, such as credit guarantees and subsidised credit, function partly as a resource and partly as a certification signal: an MSME that successfully accesses a scheme such as CGTMSE gains not only the direct financial benefit but also a degree of institutional legitimacy that can ease subsequent access to formal credit. At the same time, utilization of a scheme does not guarantee improved performance uniformly across all enterprises — outcomes may depend on how appropriately the scheme is matched to the enterprise's actual needs and stage of growth (Sushma B S, 2020; B. Uday Kiran Reddy, 2025; A. G. and S. B. S, 2025). The present study therefore examines whether utilization of the four core financial schemes bears a measurable relationship with a composite indicator of MSME performance and survival. (Kumar & Rao, 2022; Deshpande et al., 2024)

MOTIVATION OF THE STUDY:

Despite several decades of scheme expansion, MSMEs in India — and in Karnataka specifically — continue to report a financing and support gap, suggesting that scheme design alone is not sufficient to guarantee uptake (S and Sen Mazumdar, 2024; Paper and Sciences, 2025b, 2025a). The study is motivated by the need to measure, rather than assume, the extent of awareness and utilization at the enterprise level in a specific district context, and to examine directly whether the financial schemes that are utilized are associated with meaningfully better performance and survival outcomes, or whether the relationship is more limited or uneven than scheme design would suggest.

INTRODUCTION TO THE RESEARCH PROBLEM:

The central research problem concerns the gap between the availability of Central and State Government schemes for MSMEs and their actual awareness and utilization on the ground, and the extent to which utilization of these schemes is associated with improved MSME performance and survival. Although schemes such as PMMY, PMEGP, CGTMSE, and CMEGP are well established, comparatively little district-level, enterprise-reported evidence exists on how well MSMEs in a specific location such as Mysuru actually know and use them, and whether the enterprises that do utilize these schemes perform measurably better than those that do not. The present study addresses this gap using primary survey data from 200 MSMEs in Mysuru (Varshith V Shetty, Chandan T, 2021; K Prajwal, 2024; R. S. and S. B. S, 2025).

LITERATURE REVIEW:

SCHEME AWARENESS, ACCESS, AND MSME PERFORMANCE:

A body of research has examined MSME access to institutional credit and government support in India. Ministry of MSME (2025) documents the continued expansion of the Central scheme architecture for MSMEs, while Sharma and Patil (2025) discuss persistent gaps between scheme design and actual awareness among target enterprises. Buteau (2021) and Nihlani and Rai (2023) examine barriers MSMEs face in accessing formal credit and institutional support, pointing to documentation, collateral, and information barriers similar to those examined in the present study. Gowda and Srinivas (2023) and NITI Aayog (2024) provide State- and national-level perspectives on scheme penetration among Karnataka MSMEs specifically.

On the performance side, Banerjee and Duflo (2022) provide evidence on the relationship between access to credit and small-enterprise growth outcomes, while Kumar and Rao (2022) and Deshpande et al. (2024) examine how government-backed credit and guarantee instruments relate to MSME performance indicators such as revenue growth and survival. Reddy and Singh (2025) and Venkatesh and Iyer (2026) offer more recent evidence on scheme utilization patterns and their association with enterprise outcomes (Ansari, Jamgade and Sushma, 2020; Sushma B S, 2023; N, 2025).

SUMMARY OF LITERATURE:

Government scheme awareness among Indian and Karnataka MSMEs is widely reported to be incomplete, and is closely associated with information asymmetry and informal information channels.

Access to institutional credit and guarantee schemes is associated with barriers beyond simple awareness, including documentation, collateral, and procedural constraints.

The relationship between government scheme utilization and MSME performance is reported as positive in several studies, but is not uniform across scheme types or enterprise segments.

Existing evidence supports the need to examine scheme awareness/utilization and firm performance together within a single enterprise-level study, rather than relying on scheme-level administrative data alone.

These findings provide the basis for examining government scheme awareness, utilization, and firm performance within a common empirical framework at the district level.

RESEARCH GAP:

Existing literature has examined MSME credit access and scheme design substantially, with comparatively limited enterprise-level, district-specific evidence on actual awareness and utilization levels (Sharma & Patil, 2025; Buteau, 2021).

There is a need for recent primary evidence that measures awareness, accessibility, and utilization directly from MSME respondents rather than from administrative scheme-disbursement data.

Existing studies report a positive but uneven relationship between scheme utilization and firm performance, highlighting the importance of examining individual scheme effects rather than aggregate scheme exposure.

A combined study examining awareness/utilization alongside firm performance for the same MSME sample in a specific district such as Mysuru can provide a more complete view of scheme effectiveness on the ground (Raghu and BS, 2024; Sunkara, Chandrakala and Sushma, 2024).

RESEARCH QUESTIONS:

RQ1: To what extent are MSMEs in Mysuru aware of, and utilizing, Central and State Government schemes?

RQ2: Do core financial government schemes significantly influence the overall performance and survival of MSMEs in Mysuru?

RESEARCH OBJECTIVES:

To assess the level of awareness, accessibility, and utilization of Central and State Government schemes among MSMEs in Mysuru.

To examine the impact of core financial government schemes (PMMY, PMEGP, CGTMSE, and CMEGP) on the overall performance and survival of MSMEs in Mysuru.

RESEARCH METHODOLOGY:

RESEARCH DESIGN:

The study adopts a quantitative, empirical research design based entirely on primary data. A single cross-sectional survey of MSMEs in Mysuru was used to address both objectives, so that awareness/utilization and performance/survival measures were collected from the same 200 respondents.

DATA SOURCES:

Primary data were collected using a structured questionnaire administered as a Google Form, comprising 19 questions across six sections covering enterprise profile, scheme awareness and utilization, information sources, perceived barriers, and business performance and survival.

SAMPLE SELECTION:

Table 1: Respondent and Enterprise Profile (N = 200):

Ownership Structure: The vast majority of the surveyed enterprises operate as Sole Proprietorships, accounting for 81.0% (N = 162) of the sample. Partnerships and LLPs make up 15.0% (N = 30), while Private Limited Companies and Trusts represent a marginal 3.5% (N = 7) and 0.5% (N = 1), respectively.

Enterprise Scale (MSMED Act): The sample is heavily concentrated at the micro-level, with 97.0% (N = 194) legally classified as Micro enterprises. Small enterprises comprise 2.5% (N = 5) and Medium enterprises account for just 0.5% (N = 1) of the total sample.

Business Sector: An overwhelming 90.5% (N = 181) of the respondents operate within the Manufacturing sector. The Services sector accounts for 8.5% (N = 17), and the Trading/Retail sector constitutes the remaining 1.0% (N = 2).

Years of Operation: The firms display a relatively balanced distribution regarding operational maturity. Enterprises operating for more than 10 years represent 28.0% (N = 56) of the sample,

followed closely by those operating for 3 to 5 years at 27.5% (N = 55) and 5 to 10 years at 27.0% (N = 54). Newer enterprises operating for less than 3 years make up the remaining 17.5% (N = 35).

Employment Generation: Reflecting the micro-scale dominance of the dataset, 85.0% (N = 170) of the surveyed enterprises employ fewer than 10 full-time workers. Firms employing between 10 and 50 workers make up 14.0% (N = 28), while larger workforces of 51 to 250 employees and more than 250 employees account for a mere 0.5% (N = 1) each.

The sample is drawn predominantly from Sole Proprietorship, Micro-scale, Manufacturing enterprises, which shapes how the awareness/utilization and performance findings below should be interpreted. Non-probability (convenience) sampling was used given the absence of a complete sampling frame of MSMEs in Mysuru.

VARIABLES AND MEASUREMENT:

Scheme Awareness and Utilization Score: For each of eight Central and State schemes, respondents rated their awareness and engagement on a 5-point scale (1 = Not Aware, 2 = Aware but not applied, 3 = Applied but rejected, 4 = Applied and availed once, 5 = Actively utilizing).

Overall MSME Performance and Survival: A composite score calculated as the mean of four self-reported items covering revenue growth, employment generation, productivity, and business continuity/survival.

STATISTICAL TECHNIQUES:

Descriptive statistics (mean, standard deviation)

Frequency and percentage analysis

Multiple linear regression (Enter method)

RESULTS AND DISCUSSION:

AWARENESS, ACCESSIBILITY, AND UTILIZATION OF GOVERNMENT SCHEMES:

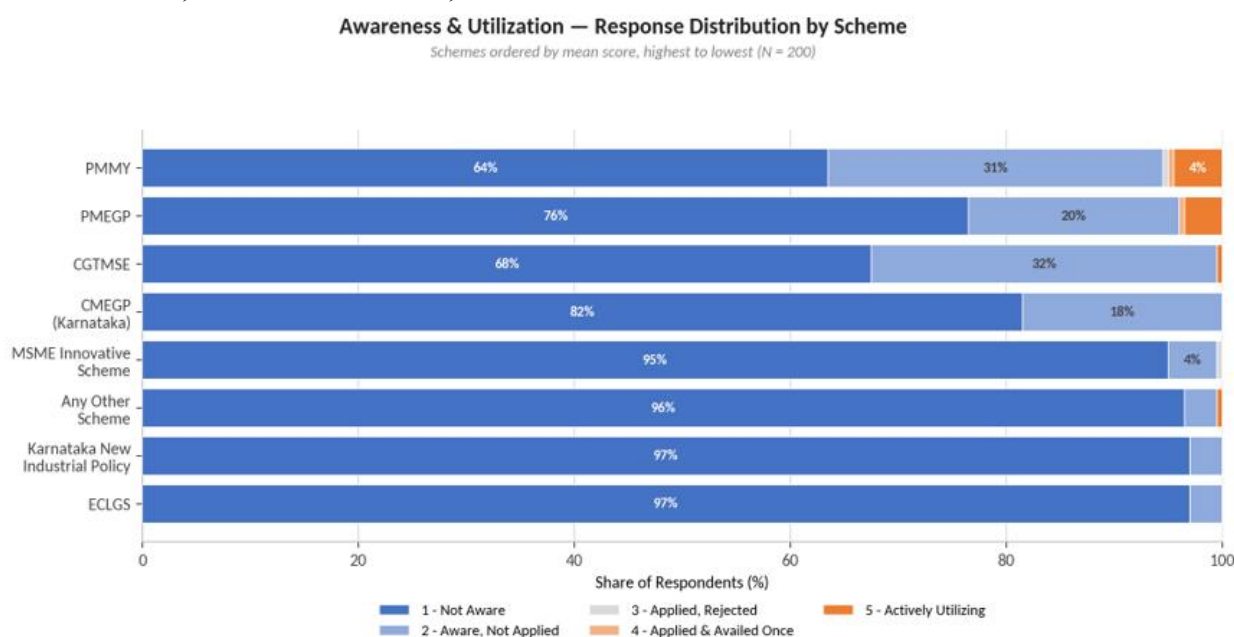


Figure 1: Awareness and Utilization – Response Distribution by Scheme

The analysis of survey responses from 200 MSMEs in Mysuru demonstrates that awareness and utilization of Central and State Government schemes remain low overall. PMMY recorded the highest mean score (1.51), followed by PMEGP (1.35) and CGTMSE (1.34), yet all three remain far closer to “Not Aware” than to any stage of active use on the 5-point scale. The remaining five

schemes cluster near the floor of the scale (means between 1.03 and 1.19), and between 64% and 97% of respondents reported no awareness at all of any individual scheme.

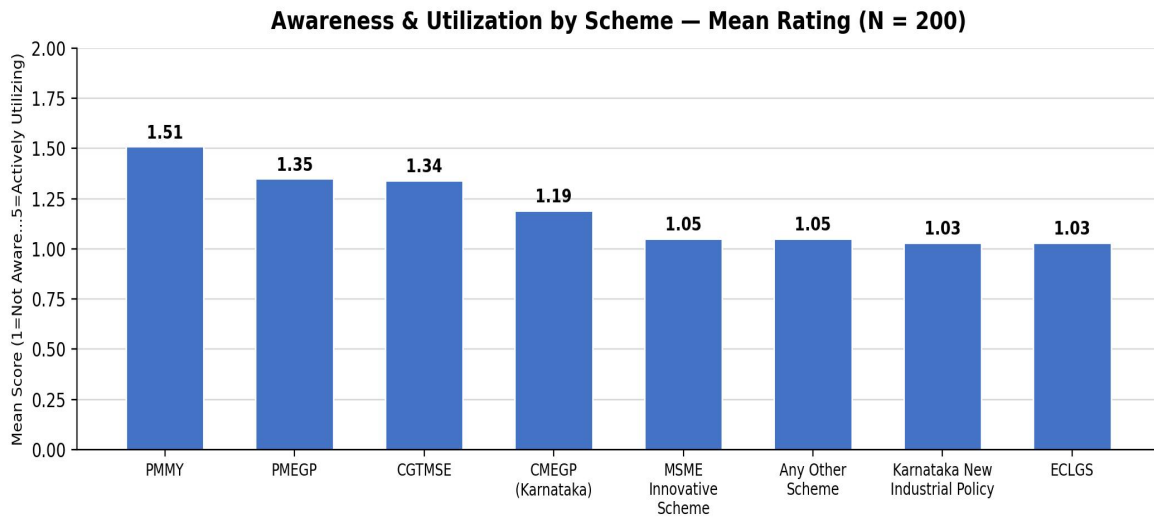


Figure 2: Mean Awareness and Utilization Score, by Scheme

The low incidence of scheme awareness observed in the current study is consistent with the literature on persistent gaps between MSME scheme design and target-enterprise awareness (Sharma & Patil, 2025; Buteau, 2021).

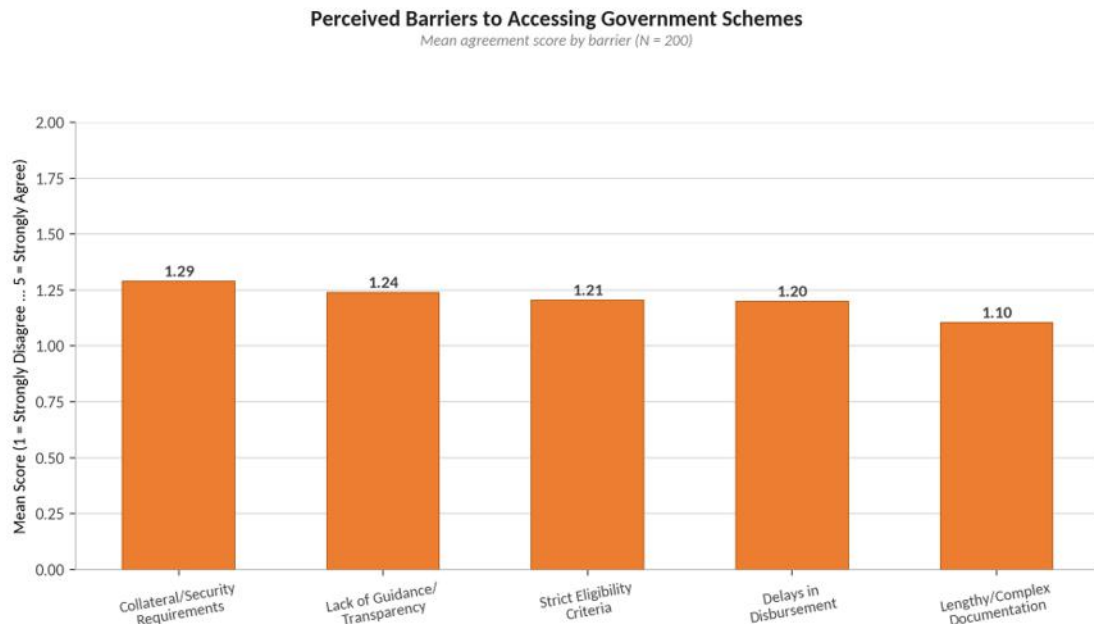


Figure 3: Perceived Barriers to Accessing Government Schemes

Collateral/security requirements (mean = 1.29) and lack of guidance/transparency from officials (mean = 1.24) are the two most-cited barriers to accessing government schemes, though all five barrier items remain closer to “Disagree” than “Agree” on average. This is consistent with the low awareness and utilization levels reported above, since most respondents have not progressed far enough into the application process to encounter procedural barriers directly. Notably, over half of all respondents (51.5%, n = 103) cite peer business owners / word of mouth as their primary source of scheme information — more than double the next most common source, government websites and portals (25.5%, n = 51) — reinforcing the information-asymmetry explanation discussed above.

IMPACT OF CORE FINANCIAL SCHEMES ON MSME PERFORMANCE AND SURVIVAL:

A multiple linear regression analysis was conducted to evaluate the predictive impact of four core financial schemes on the overall performance and survival of MSMEs.

OVERALL MODEL FIT AND SIGNIFICANCE:

The regression model proved to be highly statistically significant, yielding an F-statistic of 36.419 with degrees of freedom (4, 195) and a p-value of $< .001$. The analysis generated a multiple correlation coefficient (R) of .654 and an R Square (R^2) value of .428. This R^2 indicates that the combined utilization of these four financial schemes accounts for approximately 42.8% of the total variance observed in the overall performance and survival of the surveyed MSMEs. Furthermore, the model recorded an Adjusted R Square of .416 and a standard error of the estimate of .603.

ANALYSIS OF INDIVIDUAL PREDICTORS:

Examining the individual coefficients reveals the specific, independent contributions of each scheme to business outcomes, with the model's constant calculated at 1.025 ($t = 7.021$, $p < .001$):

- CGTMSE: The Credit Guarantee Fund Trust for Micro and Small Enterprises emerged as the strongest positive predictor in the model. It demonstrated a highly significant positive impact on performance and survival, recording an unstandardized coefficient (B) of .422, a standardized coefficient (β) of .442, a t-value of 6.182, and a significance level of $p < .001$.
- PMMY: The Pradhan Mantri MUDRA Yojana also proved to be a robust and highly significant positive predictor. The analysis recorded an unstandardized coefficient (B) of .347, a standardized coefficient (β) of .402, a t-value of 5.501, and a significance level of $p < .001$.
- CMEGP (Karnataka): The state-level Chief Minister's Employment Generation Programme exhibited a statistically significant but negative structural relationship with performance outcomes. It yielded an unstandardized coefficient (B) of -.494, a standardized coefficient (β) of -.244, a t-value of -3.424, and a significance level of $p = .001$.
- PMEGP: The Prime Minister's Employment Generation Programme did not demonstrate a statistically significant independent relationship with overall MSME performance and survival within this specific model. It recorded an unstandardized coefficient (B) of .069, a minimal standardized coefficient (β) of .047, a t-value of 0.713, and a non-significant p-value of .477.

The multiple regression of the four core financial schemes on Overall MSME Performance and Survival was statistically significant, $R^2 = .428$, $F(4, 195) = 36.419$, $p < .001$, indicating that the model explains approximately 42.8% of the variance in the performance and survival composite. Examining the individual predictors, PMMY ($\beta = .402$, $p < .001$) and CGTMSE ($\beta = .442$, $p < .001$) each show a significant positive relationship with performance and survival, with CGTMSE the strongest individual predictor in the model. PMEGP shows no significant relationship ($\beta = .047$, $p = .477$). CMEGP (Karnataka) shows a significant negative relationship ($\beta = -.244$, $p = .001$) — a counterintuitive result that may reflect reverse causality (financially distressed enterprises being more likely to seek CMEGP support), the very small number of Small/Medium enterprises in the sample, or scheme-specific implementation factors not captured by this model.

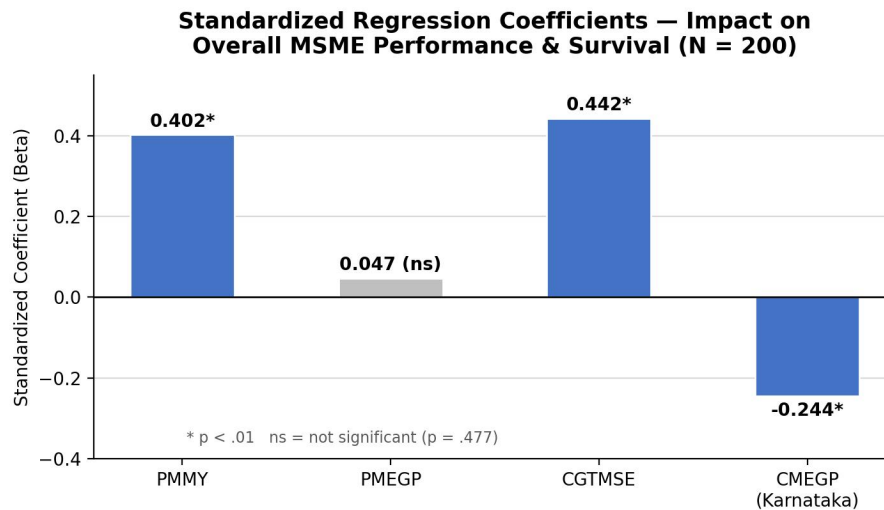


Figure 4: Standardized Regression Coefficients, by Scheme

The significant positive relationship for PMMY and CGTMSE is consistent with the view that government-backed credit and guarantee instruments can support measurable performance gains once utilized (Kumar & Rao, 2022; Deshpande et al., 2024), while the non-significant and negative results for PMEGP and CMEGP indicate that this relationship is not uniform across all core financial schemes.

INTEGRATED DISCUSSION:

The findings provide a combined perspective on MSME scheme engagement by linking awareness and utilization with downstream performance and survival outcomes. The analysis of 200 MSMEs in Mysuru shows that awareness of Central and State Government schemes is low overall: even the best-known schemes, PMMY, PMEGP, and CGTMSE, recorded mean scores of 1.51, 1.35, and 1.34 respectively on a 5-point scale, and the remaining five schemes were barely known at all. The dominance of informal word-of-mouth as the leading information channel (51.5% of respondents), combined with collateral and procedural barriers, points to an accessibility gap rooted in information asymmetry rather than a lack of scheme availability.

The regression analysis provides a different perspective: despite low overall awareness, utilization of the core financial schemes that MSMEs do engage with is a significant predictor of business performance and survival ($R^2 = .428$). However, this relationship is uneven across schemes — PMMY and CGTMSE utilization is associated with significantly better performance and survival, PMEGP shows no measurable relationship, and CMEGP utilization is associated with significantly worse outcomes. This suggests that the benefit of government scheme utilization for MSMEs in Mysuru depends heavily on which specific scheme is used, not simply on scheme utilization in the aggregate.

OVERALL FINDINGS AND CONTRIBUTION:

The study establishes two principal findings. First, awareness and utilization of Central and State Government schemes among MSMEs in Mysuru remain low, with 64%–97% of respondents reporting no awareness of any individual scheme, and informal peer networks substituting for formal information channels. Second, utilization of core financial schemes has a significant but uneven relationship with MSME performance and survival: PMMY and CGTMSE utilization is associated with significantly better outcomes, while PMEGP shows no relationship and CMEGP utilization is associated with significantly worse outcomes. The study contributes district-level, enterprise-reported evidence that combines scheme awareness/utilization with a firm performance outcome for the same MSME sample — an approach that is comparatively rare in the existing literature.

OVERALL CONCLUSION:

The study concludes that awareness and utilization of Central and State Government schemes among MSMEs in Mysuru remain limited, with the best-known schemes still closer to “Not Aware” than to any stage of active use. At the same time, utilization of the core financial schemes that are known and used bears a statistically significant relationship with overall MSME performance and survival, though this relationship varies considerably by scheme. The evidence indicates that improving awareness alone is unlikely to be sufficient — the specific scheme being promoted, and how well it is matched to enterprise needs, also matters for whether utilization translates into better business outcomes.

IMPLICATIONS OF THE STUDY:

IMPLICATIONS FOR MSMEs:

The findings indicate that MSMEs in Mysuru may be leaving potentially beneficial support unclaimed simply due to lack of awareness. Enterprise owners may benefit from actively seeking information through formal channels (government portals, industry associations) rather than relying solely on informal peer networks, particularly for schemes such as CGTMSE that show a strong positive association with performance.

IMPLICATIONS FOR POLICYMAKERS:

The persistence of low awareness despite an established scheme architecture suggests that outreach and communication strategies may need to shift toward channels MSMEs already trust, such as peer networks and local industry associations, rather than relying primarily on formal government portals. The uneven relationship between scheme utilization and performance also suggests a need to review scheme design and implementation, particularly for CMEGP, where utilization is associated with weaker outcomes.

ACADEMIC CONTRIBUTION:

The study contributes to MSME policy literature by combining primary evidence on scheme awareness and utilization with a firm-level performance and survival outcome for the same sample, and by examining individual scheme effects rather than treating government scheme support as a single aggregate construct.

SUGGESTIONS FOR FUTURE RESEARCH:

Future research can extend the sample to a larger and more balanced mix of Micro, Small, and Medium enterprises to examine whether the CMEGP finding holds across enterprise size. Further studies may incorporate longitudinal designs to better establish the direction of causality between scheme utilization and performance, and may examine additional moderating factors such as sector, enterprise age, and owner education.

LIMITATIONS:

The study relies on a cross-sectional, self-reported survey design, which limits causal interpretation of the relationship between scheme utilization and performance. The sample is heavily skewed toward Micro enterprises (97.0%) and a single sector (Manufacturing, 90.5%), and Small/Medium enterprises are represented by only six respondents, limiting the ability to generalise findings across enterprise size. Non-probability sampling was used given the absence of a complete sampling frame of MSMEs in Mysuru.

OVERALL CONTRIBUTION OF THE STUDY:

The study provides recent, district-level primary evidence on the awareness, accessibility, and utilization of Central and State Government schemes among 200 MSMEs in Mysuru, and extends this analysis by examining the relationship between core financial scheme utilization and overall MSME performance and survival. The results demonstrate that MSME scheme engagement in

Mysuru is characterised by both a substantial awareness gap and an uneven, scheme-specific relationship with business performance.

DATA SOURCES:

Primary survey data collected via a structured Google Forms questionnaire administered to 200 MSMEs in Mysuru (2026).

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