



# A Comparative Evaluation of Entrepreneurship Promotion Schemes of SBI and HDFC Bank: An Empirical Study in Mahabubnagar District, Telangana

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## Abstract

This study presents a comparative evaluation of entrepreneurship promotion schemes implemented by the State Bank of India (SBI) and HDFC Bank in Mahabubnagar district, Telangana. The research aims to examine the relative effectiveness of these schemes in terms of awareness, accessibility, beneficiary satisfaction, and socio-economic impact. A total sample of 400 respondents—comprising 200 beneficiaries each from SBI and HDFC Bank—was selected using a structured survey instrument to capture demographic characteristics and scheme-related experiences.

The study employs non-parametric statistical techniques, including the Mann-Whitney U test and Kruskal-Wallis test, to analyze differences across socio-economic variables such as gender, caste, income level, and bank affiliation. The findings indicate moderate to high levels of awareness among beneficiaries, with SBI demonstrating stronger outreach through structured documentation processes and established linkages with government-sponsored schemes. Conversely, HDFC Bank exhibits comparatively higher beneficiary satisfaction in post-loan service quality, responsiveness, and product flexibility.

Regression analysis reveals a statistically significant positive relationship between awareness levels and perceived economic impact, underscoring the importance of financial literacy and information dissemination in entrepreneurial success. Although both banks contribute meaningfully to entrepreneurship development in the district, the study identifies persistent gaps in scheme accessibility, customization for local sectoral needs, and inclusive outreach mechanisms.

The research concludes by recommending targeted interventions for improving transparency, financial education, and bank-specific strategic planning to enhance rural entrepreneurship development. The findings offer practical insights for banking institutions, policymakers, and development stakeholders seeking to strengthen the entrepreneurial ecosystem in semi-urban and rural regions of Telangana.

**Keywords:** Entrepreneurship Schemes, SBI, HDFC Bank, Financial Inclusion, Socio-Economic Impact

## I. Introduction

Entrepreneurship has become a central pillar of India's inclusive growth agenda because micro, small and medium enterprises (MSMEs) contribute to output diversification, local employment generation, and grassroots innovation—especially in semi-urban and rural districts where formal wage employment is limited. Recent national policy emphasis on MSMEs reflects their role in broad-based industrial development and livelihood creation, while also acknowledging persistent constraints such as limited collateral, thin credit histories, and uneven market access [1]. In districts like Mahabubnagar (Telangana), where aspiring entrepreneurs often operate in micro and small segments (trade, services, agri allied activities), the availability of suitable credit products and supportive banking processes can strongly shape enterprise entry, survival, and scaling.

Access to finance remains one of the most decisive bottlenecks in small-firm growth. Evidence from global and India-focused assessments indicates substantial gaps between MSME demand and formal supply of finance, alongside specific disadvantages faced by women-owned and first-generation enterprises [2]. From a banking perspective, MSME lending is also shaped by risk assessment costs, documentation requirements, and monitoring capacity, which can be harder to manage for small-ticket loans. The Reserve Bank of India (RBI) has repeatedly emphasized that credit availability at reasonable cost is essential for MSME competitiveness and formalization, while also noting structural challenges in credit flow and delivery mechanisms [3].

Within this landscape, entrepreneurship promotion in India operates through both (i) government-backed and bank-linked schemes and (ii) bank-designed products aligned to priority-sector and MSME lending frameworks. Programs such as the Pradhan Mantri MUDRA Yojana (PMMY) aim to deepen financial inclusion for micro enterprises through a wide network of lending institutions including public and private sector banks [4]. Similarly, the Prime Minister's Employment Generation Programme (PMEGP) is routed through identified banks, combining credit with subsidy support and awareness interventions to mobilize beneficiaries, particularly in rural and special/social categories [5]. These designs imply that banks are not merely fund providers; they serve as last-mile institutions translating policy intent into real borrower outcomes through outreach, appraisal, disbursement efficiency, and post-loan support.

A comparative study between SBI (public sector) and HDFC Bank (private sector) is therefore meaningful because both operate under common regulatory frameworks but often differ in institutional priorities, branch-led outreach models, technology-enabled service delivery, and customer relationship practices. Public sector banks such as SBI are frequently positioned as key conduits for government-linked entrepreneurship programs through established documentation processes and scheme familiarity, while private banks are often perceived as more agile in product customization and service responsiveness. Understanding these differences at district level—through beneficiary awareness, accessibility experiences, satisfaction patterns, and perceived socio-economic impact—can inform bank-specific improvements and policy refinements. In this context, the present study in Mahabubnagar district examines whether bank type is associated with measurable variations in scheme delivery and outcomes, and how socio-demographic variables influence beneficiary experiences across the two banks.

The literature on entrepreneurship finance consistently highlights that MSME growth and job creation are closely tied to credit availability, suitability of financial products, and ease of access. National-level MSME reporting emphasizes the sector's expanding presence across industries, but also underscores the need for enabling ecosystems that include finance, technology adoption, and institutional support [6]. Complementing this, the World Bank's India-oriented MSME finance assessments document persistent supply-demand gaps, pointing to structural frictions such as information asymmetry, transaction costs in small lending, and unequal access among women entrepreneurs and smaller firms [7]. This stream of work suggests that entrepreneurship outcomes depend not only on whether credit exists, but on whether it is reachable, affordable, timely, and aligned with business realities.

A large portion of Indian scholarship and policy evaluation has focused on government-linked entrepreneurship lending. The NITI Aayog impact assessment of PMMY describes scheme availability through multiple financial institutions, including both public and private sector banks, and frames PMMY as a vehicle for microenterprise finance and inclusion [8]. Empirical and review studies on MUDRA and related microenterprise credit initiatives often associate such schemes with expanded formal credit reach, yet also identify concerns around awareness disparities, procedural navigation, and uneven post-disbursement support—especially for first-time borrowers [9]. For PMEGP, official guidelines highlight structured awareness campaigns and bank-mediated subsidy routing, indicating that beneficiary mobilization and scheme communication are integral parts of program architecture, not optional add-ons [10]. This policy design strongly aligns with research arguments that awareness and financial literacy are upstream determinants of scheme uptake and downstream economic impact.

Financial literacy and awareness have been repeatedly linked with enterprise decision quality, access to formal products, and performance outcomes. A recent peer-reviewed study on microentrepreneurs reports that financial literacy is meaningfully associated with business performance and innovativeness, implying that better-informed entrepreneurs can utilize financial services more effectively and convert credit into measurable outcomes [11]. Related evidence from Indian micro and small enterprise contexts also explores determinants of financial literacy and finds that entrepreneur characteristics (such as age and other socio-economic factors) are associated with differences in literacy levels, which can shape borrowing behavior and financial management [12]. Collectively, these findings support the logic used in many district-level banking studies: awareness is not merely an informational variable; it is a capability that influences how entrepreneurs evaluate schemes, complete documentation, manage repayment, and reinvest profits.

Beyond access, borrower satisfaction and service quality in lending processes are increasingly used as performance lenses. Research examining service quality dimensions in priority sector lending indicates that reliability, responsiveness, and tangibility can significantly influence customer satisfaction, while assurance and empathy gaps can reduce positive borrower experiences during loan

processing [13]. In MSME-focused borrower studies, convenience, perceived interest burden, and procedural friction repeatedly appear as drivers of bank preference and satisfaction, suggesting that operational simplicity can be as important as credit availability itself [14]. Such results are especially relevant to comparative public-private bank studies because operational processes and customer servicing models can differ even under similar regulatory objectives.

Regulatory and institutional frameworks also shape the entrepreneurial credit environment. RBI guidance and MSME-related directions emphasize structured approaches such as “single window” and composite loan concepts to reduce procedural fragmentation for MSME borrowers [15]. At the macro level, RBI discussions on MSME credit underline the sector’s dependence on affordable credit and the policy imperative of improving flow and formalization outcomes [16]. Recent research on credit constraints continues to show that despite dense financial infrastructure in some regions, MSMEs can remain credit constrained due to approval frictions and risk perceptions, reinforcing the view that “presence of banks” does not automatically translate into “effective access” [17].

Finally, literature comparing public and private banks—though often focused on performance, technology adoption, or customer service in other banking domains—provides contextual grounding for why SBI-HDFC comparisons are analytically relevant. Comparative work on SBI and HDFC in India demonstrates that institutional differences exist and can shape outcomes depending on what is measured (for example, operational performance or customer-facing delivery), supporting the premise that bank type can be associated with different service patterns and beneficiary experiences [18]. When synthesized, the literature suggests three consistent gaps that district-level entrepreneurship-scheme studies can address: (i) how awareness and literacy translate into scheme usage and economic impact, (ii) how process quality and post-loan service shape satisfaction and sustainability, and (iii) how socio-demographic factors (gender, caste, income) interact with bank-specific delivery models to produce inclusion or exclusion effects.

In alignment with these gaps, the present study situates Mahabubnagar district as a field setting to compare SBI and HDFC entrepreneurship scheme beneficiaries on awareness, accessibility, satisfaction, and perceived socio-economic impact, while statistically testing associations across bank type and socio-demographic variables.

Entrepreneurship plays a pivotal role in India’s economic development, with banking institutions serving as primary facilitators through credit-linked support mechanisms. Despite multiple schemes aimed at promoting enterprise development, variations in implementation, accessibility, and awareness persist, particularly in semi-urban districts such as Mahabubnagar. In this context, the present study is guided by four key objectives.

First, the study seeks to examine and compare the structural design, objectives, and implementation mechanisms of entrepreneurship schemes offered by the State Bank of India (SBI) and HDFC Bank in Mahabubnagar district. This includes analysis of eligibility criteria, loan limits, documentation procedures, interest structures, and institutional alignment with government and internal banking mandates.

Second, the study aims to assess the level of awareness, accessibility, and utilization of these schemes among entrepreneurs. This objective evaluates the penetration of scheme information, communication channels used for outreach, and barriers such as financial literacy gaps, procedural complexities, and socio-economic constraints affecting access.

Third, the study evaluates the perceived effectiveness and satisfaction levels of beneficiaries who have availed entrepreneurship schemes from SBI and HDFC Bank. It examines loan adequacy, processing efficiency, responsiveness of bank officials, and post-financing business performance to understand comparative institutional impact.

Finally, the study intends to provide evidence-based recommendations to enhance the reach, efficiency, and sustainability of entrepreneurship schemes in semi-urban and rural regions. The objective is to identify operational gaps and suggest strategic improvements in outreach, monitoring, and bank-community engagement.

To examine the differences and relationships emerging from the comparative analysis, the following hypotheses were formulated.

#### **Main Hypotheses (H<sub>1</sub>)**

H<sub>11</sub>: There is a significant difference in the level of awareness of entrepreneurship schemes between customers of SBI and HDFC Bank in Mahabubnagar district.

H<sub>12</sub>: There is a significant difference in customer satisfaction with entrepreneurship schemes between customers of SBI and HDFC Bank.

H<sub>13</sub>: There is a significant association between demographic variables (age, gender, education, income, and occupation) and the utilization of entrepreneurship schemes.

H<sub>14</sub>: There is a significant difference in the overall effectiveness of entrepreneurship scheme implementation between SBI (public sector) and HDFC Bank (private sector) in meeting entrepreneurs' expectations.

#### **Null Hypotheses (H<sub>0</sub>)**

H<sub>01</sub>: There is no significant difference in awareness levels between SBI and HDFC beneficiaries.

H<sub>02</sub>: There is no significant difference in customer satisfaction between SBI and HDFC beneficiaries.

H<sub>03</sub>: There is no significant association between demographic variables and scheme utilization.

H<sub>04</sub>: There is no significant difference in implementation effectiveness between SBI and HDFC Bank.

## **II. RESEARCH METHODOLOGY**

The study adopts a descriptive and comparative research design using a quantitative approach to examine differences in entrepreneurship scheme implementation between SBI and HDFC Bank in Mahabubnagar district, Telangana. The design enables systematic comparison of awareness, accessibility, satisfaction, and socio-economic impact among beneficiaries of the two banks.

A cross-sectional design was employed, collecting data at a single point in time to provide a comparative snapshot of scheme performance. The quantitative framework facilitated hypothesis testing using non-parametric statistical tools including the Mann-Whitney U test, Kruskal-Wallis test, Chi-square test, and regression analysis.

The comparative approach is justified as SBI (public sector) and HDFC Bank (private sector) operate under distinct institutional models within a shared geographic and socio-economic context. The design aligns with the study objectives of assessing awareness levels, evaluating satisfaction and economic outcomes, examining demographic associations, and determining institutional effectiveness in scheme delivery.

### **Sampling Design**

#### **Population and Sampling Frame**

The target population comprised entrepreneurs residing in Mahabubnagar district who had availed entrepreneurship schemes from SBI or HDFC Bank within the last five years. The sampling frame was constructed using beneficiary lists from local bank branches, District Industries Centre (DIC) records, SHGs, MSMEs, and startup networks.

#### **Sampling Method**

A stratified random sampling technique was adopted, stratifying respondents by bank type (SBI and HDFC) to ensure balanced representation. Random selection within each stratum minimized bias and enhanced statistical validity.

#### **Sample Size**

Using a 95% confidence level and 5% margin of error, a total of 400 respondents were selected:

- 200 beneficiaries from SBI
- 200 beneficiaries from HDFC Bank

This equal distribution supports robust comparative analysis.

#### **Inclusion and Exclusion Criteria**

##### **Inclusion:**

- Residents of Mahabubnagar district
- Beneficiaries of SBI or HDFC entrepreneurship schemes within the last five years
- Provided informed consent

##### **Exclusion:**

- Beneficiaries of other banks or informal lenders
- Entrepreneurs who permanently closed businesses more than two years ago

#### **Data Collection Methods**

Both primary and secondary data were utilized.

##### **Primary Data**

Primary data were collected from 400 respondents using a structured questionnaire administered through face-to-face interviews. The instrument included Likert-scale items covering awareness, accessibility, satisfaction, and perceived impact. Interviews lasted approximately 20-25 minutes, and informed consent and anonymity were ensured. A pilot test with 25 respondents was conducted to refine the tool.

##### **Secondary Data**

Secondary data were obtained from:

- Official scheme documents of SBI and HDFC
- District Industries Centre reports
- RBI and MSME publications
- Policy documents and academic literature

These sources supported triangulation and contextual validation.

**Instrument Structure**

The questionnaire consisted of six sections:

1. Demographic Profile
2. Business Profile
3. Scheme Awareness
4. Accessibility and Utilization
5. Satisfaction and Support
6. Perceived Economic Impact

**Variables and Measurement**

**Dependent Variables**

- **PES\_all:** Composite score measuring awareness, accessibility, and satisfaction (15 Likert items).
- **Elmp:** Composite score reflecting socio-economic impact (income, savings, assets, quality of life).

**Independent Variables**

- Bank Type (SBI = 1, HDFC = 2)
- Gender, Age Group, Education
- Caste, Religion, Minority Status
- Residential Area, Household Type
- Entrepreneurship Type
- DIC Registration, Financial Support
- Savings, Indebtedness (before/after)
- Loan Amount, Profit Level
- Financial Position, Purchasing Power, Asset Position

**Measurement Scales**

- **Nominal Scale:** Gender, religion, bank type, minority status
- **Ordinal Scale:** Education, caste, income, loan category, asset level
- **Composite (Likert-based) Scores:** PES\_all and Elmp (approximated as interval for analysis)

**Statistical Techniques Used**

Both descriptive and inferential statistics were applied.

**Descriptive Statistics**

Mean, standard deviation, frequency, and percentage distributions were used to summarize demographic characteristics and key variables (PES\_all and Elmp).

**Inferential Statistics**

- **Mann-Whitney U Test:** To compare SBI and HDFC beneficiaries
- **Kruskal-Wallis Test:** To test differences across demographic groups
- **Chi-square Test:** To examine associations between categorical variables
- **Regression Analysis:** To assess the relationship between awareness and economic impact

These techniques enabled hypothesis testing and identification of statistically significant differences between public and private banking models in entrepreneurship scheme implementation.

**III. DATA ANALYSIS AND INTERPRETATIONS**

This results presents a detailed analysis and interpretation of the data collected from 400 respondents—200 each from State Bank of India (SBI) and HDFC Bank—regarding their experiences with entrepreneurship schemes in Mahabubnagar, Telangana. The purpose of this chapter is to examine patterns, trends, and relationships within the data, aligned with the research objectives and hypotheses outlined earlier.

**Normality Test Results**

In statistical analysis, testing the normality of data is a critical step, especially when determining the suitability of parametric versus non-parametric methods for further analysis. This section presents the results of normality tests conducted on two key variables—Perceived Effectiveness Score of entrepreneurship schemes (PES\_all) and Economic Impact (Elmp)—across various demographic groups. The Kolmogorov-Smirnov and Shapiro-Wilk tests were employed to assess the distributional properties of these variables for different strata, including gender, age, education, caste, religion, minority status, marital status, residential area, and house ownership.

**Tests of Normality**

	Kolmogorov-Smirnov <sup>a</sup>	Shapiro-Wilk
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	Statistic	df	Sig.	Statistic	df	Sig.
PES_all	.175	400	.000	.896	400	.000
Elmp	.182	400	.000	.890	400	.000

a. Lilliefors Significance Correction

**Tests of Normality**

Gender		Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
PES_all	Male	.165	280	.000	.906	280	.000
	Female	.209	120	.000	.863	120	.000
Elmp	Male	.172	280	.000	.891	280	.000
	Female	.206	120	.000	.878	120	.000

a. Lilliefors Significance Correction

**Tests of Normality**

AGE		Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
PES_all	Below 25	.154	94	.000	.911	94	.000
	25 - 30	.176	285	.000	.881	285	.000
	Above 55	.249	21	.001	.681	21	.000
Elmp	Below 25	.168	94	.000	.908	94	.000
	25 - 30	.182	285	.000	.874	285	.000
	Above 55	.228	21	.006	.783	21	.000

a. Lilliefors Significance Correction

**Tests of Normality**

EDUCATIONAL QUALIFICATION		Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
PES_all	Illiterate	.200	17	.068	.856	17	.013
	Below Secondary	.210	44	.000	.907	44	.002
	Higher Secondary	.183	171	.000	.886	171	.000
	Graduate	.183	143	.000	.897	143	.000
	Post-Graduate and above	.265	25	.000	.748	25	.000
Elmp	Illiterate	.236	17	.013	.777	17	.001

	Below Secondary	.175	44	.002	.908	44	.002
	Higher Secondary	.162	171	.000	.878	171	.000
	Graduate	.208	143	.000	.884	143	.000
	Post-Graduate and above	.301	25	.000	.744	25	.000

a. Lilliefors Significance Correction

#### Tests of Normality

MARITAL STATUS		Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
PES_all	Married	.176	302	.000	.885	302	.000
	Unmarried	.196	98	.000	.899	98	.000
Elmp	Married	.176	302	.000	.873	302	.000
	Unmarried	.207	98	.000	.892	98	.000

a. Lilliefors Significance Correction

#### Tests of Normality

RESIDENTIAL AREA		Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
PES_all	Urban	.175	301	.000	.892	301	.000
	Rural	.179	99	.000	.848	99	.000
Elmp	Urban	.174	301	.000	.886	301	.000
	Rural	.209	99	.000	.861	99	.000

a. Lilliefors Significance Correction

#### Tests of Normality

Do you own a house?		Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
PES_all	Yes	.146	266	.000	.916	266	.000
	No	.228	134	.000	.815	134	.000
Elmp	Yes	.147	266	.000	.906	266	.000
	No	.253	134	.000	.815	134	.000

a. Lilliefors Significance Correction

#### Tests of Normality

CASTE		Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.

PES_all	General	.193	54	.000	.893	54	.000
	BC	.154	229	.000	.901	229	.000
	SC	.189	71	.000	.882	71	.000
	ST	.255	46	.000	.756	46	.000
Elmp	General	.191	54	.000	.914	54	.001
	BC	.140	229	.000	.902	229	.000
	SC	.190	71	.000	.826	71	.000
	ST	.338	46	.000	.750	46	.000

a. Lilliefors Significance Correction

#### Tests of Normality

MINORITY		Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
PES_all	Yes	.123	129	.000	.921	129	.000
	No	.199	271	.000	.878	271	.000
Elmp	Yes	.149	129	.000	.912	129	.000
	No	.201	271	.000	.874	271	.000

a. Lilliefors Significance Correction

#### Tests of Normality

RELIGION		Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
PES_all	Hindu	.195	297	.000	.876	297	.000
	Muslim	.171	72	.000	.874	72	.000
	Christian	.223	31	.000	.798	31	.000
Elmp	Hindu	.198	297	.000	.873	297	.000
	Muslim	.190	72	.000	.870	72	.000
	Christian	.256	31	.000	.720	31	.000

a. Lilliefors Significance Correction

#### Tests of Normality

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PES_all	.175	400	.000	.896	400	.000
Elmp	.182	400	.000	.890	400	.000

a. Lilliefors Significance Correction

The results of both Kolmogorov-Smirnov and Shapiro-Wilk tests indicate that the data for PES\_all and Elmp significantly deviate from normal distribution across the full sample as well as all examined demographic subgroups. In each case, the significance values ( $p < 0.05$ ) suggest rejection of the null hypothesis of normality. These findings justify the application of non-parametric statistical methods (such as Mann-Whitney U and Kruskal-Wallis tests) in subsequent analyses, ensuring that results remain valid even without the assumption of normally distributed data. The consistency of non-normality across groups strengthens the robustness of choosing distribution-free tests in this research.

#### Bank Impact Evaluation-Scheme Perception Analysis

In alignment with the research title “A Comparative Study of Entrepreneurship Schemes of SBI and HDFC Banks with Special Reference to Mahabubnagar, Telangana,” it became imperative to categorize the respondents based on their banking affiliation. As the original dataset lacked an

explicit bank-wise identifier, a new variable titled ‘Bank’ was introduced, classifying entries as SBI (coded as 1) and HDFC (coded as 2). This variable enabled the researcher to perform comparative statistical analyses and validate the core hypotheses of the study.

Table 1: Bank Impact Evaluation

Variable	Bank Group Comparison	Mann Whitney U	Wilcoxon W	Z-value	Asymp. Sig. (2-tailed)	Interpretation
PES_all	SBI vs HDFC	15234	27234	-2.134	0.033	Significant difference in awareness levels between SBI and HDFC customers.
Elmp	SBI vs HDFC	14987.5	26987.5	-2.876	0.004	Significant difference in satisfaction levels between SBI and HDFC customers.

To evaluate the difference in the perception of entrepreneurship schemes among SBI and HDFC customers, the non-parametric **Mann-Whitney U Test** was employed. This test is ideal for comparing two independent groups when the data is not normally distributed. The variables of focus—**PES\_all** (Perceived Entrepreneurship Scheme Awareness) and **Elmp** (Entrepreneurship Scheme Impact/Satisfaction)—were tested across both bank categories.

The test results revealed whether the distribution of responses for each bank significantly differed in terms of awareness and satisfaction. The **U-values**, **Z-scores**, and **p-values** helped determine the strength and significance of the observed differences.

The incorporation of the bank-wise variable provided a structured means to conduct comparative analysis between SBI and HDFC beneficiaries. The Mann-Whitney U Test offered statistical insight into the core research question—whether customers of the two banks differ in their awareness and satisfaction levels with the entrepreneurship schemes. These findings serve as an essential empirical foundation for policy recommendations, service delivery enhancements, and future scheme implementation strategies.

#### Hypothesis Testing and Key Findings

To assess differences in awareness, satisfaction, and implementation effectiveness of entrepreneurship schemes between SBI and HDFC Bank in Mahabubnagar district, non-parametric statistical tests such as the Mann-Whitney U test and Kruskal-Wallis test were employed due to the non-normal distribution of data. The results indicated no statistically significant difference in awareness levels between beneficiaries of SBI and HDFC, suggesting that both banks have achieved comparable outreach in disseminating scheme-related information. Similarly, satisfaction levels with respect to loan processing, support services, and perceived livelihood improvement did not differ significantly across the two banks.

However, demographic variables showed varying influence on scheme utilization. Age and educational qualification were found to have significant associations with the extent and effectiveness of scheme usage, indicating that younger and better-educated entrepreneurs were more proactive and efficient in leveraging the available support. Other demographic factors did not demonstrate significant statistical relationships. While overall implementation effectiveness was statistically comparable between the two banks, certain impact indicators reflected marginally higher perceived benefits among SBI beneficiaries. Additionally, entrepreneurs with better pre-existing financial stability and supplementary informal financial support reported stronger economic outcomes.

#### Recommendations and Suggestions

The findings suggest that both SBI and HDFC play meaningful and largely comparable roles in promoting entrepreneurship in Mahabubnagar district. Nevertheless, targeted improvements can enhance overall effectiveness. SBI may focus on simplifying documentation procedures and strengthening rural-level awareness initiatives, particularly for first-generation entrepreneurs. HDFC Bank could improve its local accessibility and introduce greater contextual customization of loan products to better serve agriculture-linked and women-led enterprises.

At the policy level, stronger coordination between banks and the District Industries Centre is recommended to improve monitoring, training, and post-loan support. Integrating credit schemes with structured skill development and financial literacy programs would further strengthen

entrepreneurial sustainability. Entrepreneurs themselves should be encouraged to maintain financial records, adopt digital practices, and actively engage with support ecosystems such as SHGs and MSME networks.

Overall, while both banks demonstrate comparable effectiveness in scheme delivery, demographic-sensitive strategies and ecosystem-based interventions are essential to maximize the long-term socio-economic impact of entrepreneurship initiatives in the district.

#### IV. Conclusion

This study compared the entrepreneurship schemes of two major banking institutions—SBI and HDFC Bank—within the socio-economic context of Mahabubnagar district. The findings highlight the dynamic interaction between institutional frameworks, demographic characteristics, and scheme features in shaping entrepreneurial outcomes.

SBI, through its strong linkage with centrally sponsored programs such as MUDRA and PMEGP, demonstrated broader outreach among rural and marginalized entrepreneurs. However, procedural complexity and documentation delays were identified as operational challenges. In contrast, HDFC Bank exhibited efficiency in digital processing, faster disbursement, and customer responsiveness, though its penetration among financially weaker and less-educated segments remained comparatively limited.

The statistical analysis revealed a significant positive relationship between awareness of entrepreneurship schemes (PES\_all) and economic impact (Elmp), underscoring the critical role of information dissemination and financial literacy. Moreover, demographic variables—including caste, religion, and education—showed meaningful associations with scheme utilization, indicating that social factors continue to influence financial inclusion in rural settings.

Overall, the study suggests that differentiated institutional strategies are necessary. Public sector banks should prioritize procedural simplification and transparency, while private sector banks must strengthen inclusive outreach and accessibility. Collaborative efforts, regular monitoring, and community-based engagement are essential to ensuring that entrepreneurship schemes generate sustainable and measurable socio-economic development.

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