

## **A study of women empowerment in rural India through entrepreneurship and its economic development**

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### **Abstract**

Women Empowerment of rural women has emerged as an important issue in today. Because women are considered an important human resource of the nation and every state should try to utilize them as mediators of economic growth and development. The economic empowerment of rural women is being regarded these days as a very popular sign of progress for a country; hence the issue of economic empowerment of women is a paramount importance to the Economists, economic reformers and Social scientists. Encouragement for women entrepreneurship is one of the ways for that. But unfortunately the traditional mind set of the society and negligence of the state and respective authorities is an important obstacle for the women empowerment development in rural India. In spite of that women of today break all those obstacles and involve themselves in various areas and proving their excellence. Major part of national economic growth and development is contributed by rural economy. Rural women have to be initiated to step out of home and take responsibilities in the society and community. Entrepreneurship is considered to be an importance for women empowerment especially in rural area and hence promotion of women entrepreneurs is focused highly by the government. There is a necessary for continuous attempt to inspire, encourage, motivate and co-operate women entrepreneurs, awareness programs should be conducted on a mass scale with the intention of creating awareness among women about the various sectors to conduct business. This paper gives a brief idea about the importance problem regarding of the empowerment of women in rural sectors. Economic empowerment of rural women increased to the development of family, community, society, state and nation therefore it is very necessary to give keen of our attention over empowerment of women in the rural area for the real development of our country in all spheres. Also it throws light on constrains of rural women entrepreneurs with suggestions to overcome those.

**Keywords:** Entrepreneurship, Empowerment, Rural women, Problems, growth and development.

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### **Introduction**

Economic empowerment is the capacity of women and men to participate in, contribute to and important from growth processes in ways which recognize the value of their contributions, respect their dignity and make it possible to negotiate a fairer distribution of the benefits of growth. Economic empowerment raising women's access to economic resources and opportunities including jobs, financial services, property and other productive assets, skills development and market information. Rural women constitute the backbone of any nation. Prosperity of the nation depends upon the prosperity of its women. However, the role played by rural women in economic growth and development has not been assigned sufficient importance.

Women's economic participation and empowerment are fundamental to strengthening women's right and enabling women to have control over their lives and exert influence in society and community. It is about creating just and equitable societies and communities. Women often face discrimination and persistent gender inequalities, with some women experiencing multiple discrimination and exclusion because of factors such as ethnicity or caste. Women perform 66% of the world's work, and produce 50% of the food, yet earn only.

The women empowerment in rural areas, generally refers to the process of benefiting the quality of life and the economic wellbeing of women living in relatively isolated and sparsely populated areas. According to the census of India, 2011, the

population of India is more than 1.21 billion and out of it 72.20% population belong to the rural area. Women constitute 50 per cent of population, perform two-third of the work and produce 50 per cent of food commodities consumed by the country. They earn one third of remuneration and own 10 per cent of the property or wealth of the country.

The objective of this paper is to analyze the roll of women empowerment in rural areas. It is giving lawful power or authority to act. If women were empowered they would be able to participate in the planning, execution and implementation of developmental schemes in rural growth and development. Women empowerment leads to development, which further leads to greater empowerment. The various programmes for women empowerment such as Swashakti, Balika Samridhi Yojana, Streesakti, Swayamsidha, and another two thousand projects reveal that little has been done or achieved through these programmes for development of rural people in the country. The discrepancy in the ideology and practice of empowerment policy of women in India constitutes its continued social, economic and social backwardness. The objective of this paper is to strengthen rural women in our nation by raising their participation in micro entrepreneurship and to refine their decision-making capabilities. The implications of these findings and results of this study are discussed.

**Problem Formulation**

It is estimated that presently women entrepreneurs comprise about 10% of the total entrepreneurs in rural sector. It is also clear that this percentage is rising every year. If prevailing trends continue, it is not unlikely that in another five years, women will comprise 20% of the entrepreneurial force in rural sectors. In terms of numbers, one would estimate at least 5 lakh women entrepreneurs at the turn of the century.

**Objectives of study:** The present study aims at fulfilling the following objectives

1. To study the profile of women empowerment in rural area.
2. To explore the difficulties of women empowerment in rural sector.
3. To give the suggestion for the improvement of rural women in rural area.

**Data Base & Research Methodology**

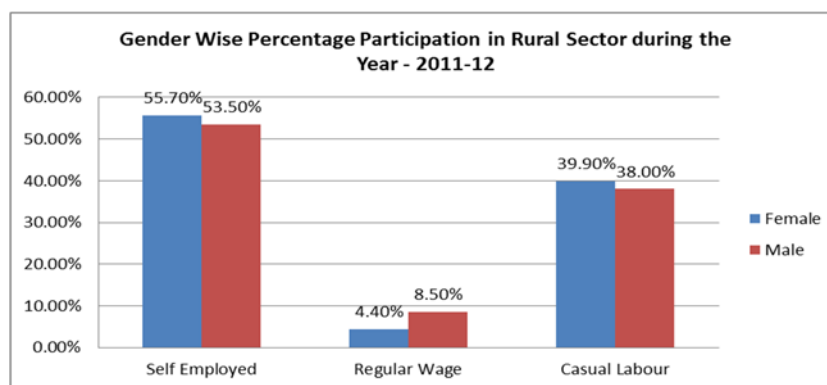
The study is mainly based on secondary data. A Secondary source mainly consists of literature review survey, reviewed articles, research papers. The Government published documents (Statistical Abstracts of Haryana, National Census Reports and Census of India) have been used for collecting secondary data for analyzing the specific objectives of this study.

**Finding and Results:** Under this section deals with the discussion and interpretation of the collected data and also highlights the main findings related to the objectives.

The growth rate of the economies of many countries is due to the raising participation of women in entrepreneurial activities. It is because of guidance and counseling extended to the women in SHGs to unearthed their hidden entrepreneurial capabilities by providing knowledge, skills, adoptability and sensitizing them towards socio-economic status in the society and community. A woman who can accept challenges, adventures and an urge to become economically independent can transform in to an ‘Entrepreneur’. A woman entrepreneur can contribute positive values to the family, community and the society. Globally women are indulging from teaching to technical areas. In India by breaking the glass ceiling women entrepreneurs are developing and intruding into the male dominated arena as garment manufactures, farm owners, business women with many commodities, commencing firms like, tiffin centers, milk centers, and petty shops etc.

Gender Wise Percentage Participation in Rural Sector during the Year 2011-12

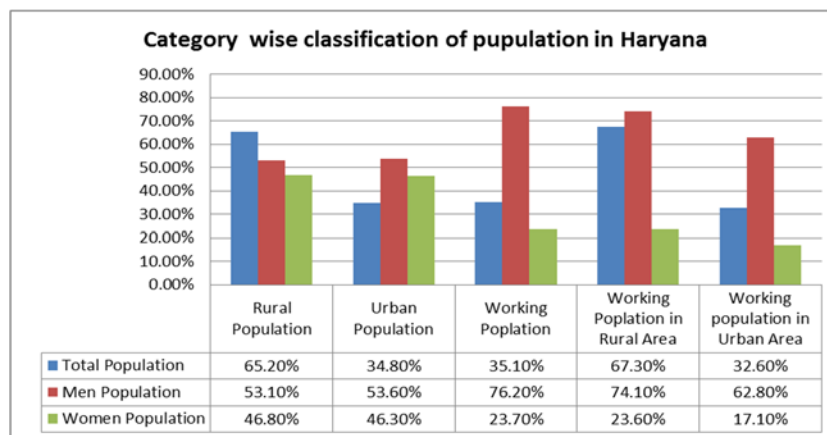
Participation of women	Percentage in 2011-12	
	Male	Women
Self Employed	53.70%	55.70%
Regular Wage	8.50%	4.40%
Casual Labour	38.00%	39.90%



As per above figure representation 55.70% rural women are self employed while the ratio of male is only 53.50%, 4.40% Rural women are engaged in regular wages while male person are 8.50% and casual labour comprise 39.90% of women and 38.00% of men in rural economy of India. As per result it

makes us clear that interest of rural women is being raised towards the entrepreneurship in India.

**Category wise classification in various part of total population in Haryana**



Source: Directorate of Census Operations, Haryana

This table and figure explains the category wise classification in various part of total population in Haryana. The results reveal that 65.2% population exists in a rural area in which 53.1% and 46.8% population has been noticed male and female respectively. In the urban area, 34.8% has urban to the total population and composition of male and female have been 53.6% and 46.3% respectively. Regarding the working population in Haryana, the results reveal that 35.1% has been the working population to the total population, in which 76.2% and 23.7% have been male and female respectively. In rural area, the table reveals that 67.3% working population exists in rural area.

In rural area, 74.1% male and 23.7% have been female working in agricultural activities. In the urban area, 32.6% populations to the total population have been working in which 82.8% has been male and 23.6% has been female in the total working population in rural area. The results conclude that the sex ratio in rural and urban area has been low due to social-cultural and economic reasons. Due to the dual role of women in the home and outside the home, the percentage share of female workers to the total working population at rural and urban level has been very low as compared to male.

### **Problems Being Faced By Women Empowerment in Rural Areas**

Some of the important barriers faced by rural women are discussed below

- **Problem Regarding of Access to Finance:** This is an important issue for women. Accessing credit, particularly for commencing an enterprise, is one of the major constraints faced by women entrepreneurs. Women often have fewer opportunities than men to gain access to credit for various reasons, including lack of collateral, an unwillingness to accept household assets as collateral and negative perceptions of female entrepreneurs by loan officers.
- **Problem Regarding of Access to Markets:** The ability to tap into new markets requires expertise, knowledge and contacts. Women often lack access to training and experience in on how to participate in the market place and are therefore unable to market goods and services strategically.
- **Problem Related of Access to Training:** Rural women have limited access to vocational and technical training in South Asia. In fact, women on average have less access to education than men, and technical and vocational skills can only be developed on a strong commenced on the basic of primary and secondary education.
- **Problem Regarding of Access to Networks:** Women have fewer business contacts, less knowledge of how to deal with the governmental bureaucracy and less bargaining power, all of which further limit their growth. Since most women entrepreneurs operate on a small scale, and are generally not members of professional organizations or part of other networks, they often find it difficult to access information.
- **Problem Related of Access to Policymakers:** Most rural women have small access to policymakers or representation on policymaking bodies. Large companies and men can more easily influence policy and have access to policymakers, who are seen more as their peers.

- **Problem Regarding to Traditional Views on the Role of Rural Women in the Society:** One characteristic that clearly distinguishes most business women from their male counterparts is the added responsibility society often puts upon them in their roles as mothers and wives.
- **Problem Related to Statistical Invisibility:** Most countries do not collect statistics on the sex composition of business owners or operators. Indeed, statisticians would argue that such statistics are methodologically problematic because many businesses have multiple owners and operators, some of whom might be men and some women.

### **To Develop Rural Women Empowerment in Rural Areas**

Right efforts on from all sector are required in the growth and development of women empowerment and their greater participation in the entrepreneurial activities. Following efforts can be taken into account for effective growth and development of women empowerment in rural areas.

1. Consider women as specific target group for all developmental programmers.
2. Better educational facilities and schemes should be extended to rural women folk from government part.
3. Adequate training programmed on management skills to be provided to rural women community.
4. Encourage women's participation in decision-making.
5. Vocational training to be extended to women community that enables them to understand the production process and production management.
6. Skill development to be done in women's polytechnics and industrial training institutes. Skills are put to work in training-cum-production workshops.
7. Training on professional competence and leadership skill to be extended to women entrepreneurs in rural sector.
8. Training and counseling on a large scale of existing women entrepreneurs in rural areas to remove psychological causes like lack of self-confidence and fear of success.
9. Counseling through the aid of committed NGOs, psychologists, managerial experts and technical personnel should be provided to existing and emerging women entrepreneurs.
10. Continuous monitoring and improvement of training programmers.
11. Activities in which rural women are trained should focus on their marketability and profitability.
12. Making provision of marketing and sales assistance from government part.
13. To encourage more passive women entrepreneurs the Women training programmed should be organized that taught to recognize her own psychological needs and express them.

### **Conclusion**

It may be concluded from the above discussion that rural women have the major contributor in entrepreneurship and other sector activities. The category wise classification of population in Haryana reveal that 65.2 percent population exists in a rural area in which 53.1 percent and 46.8 percent has been noticed male and female respectively. Empowering women has been recognized as an important to development.

It is estimated that at least 70 per cent of the world's very poor people live in rural areas. Poverty is the result of lack of assets, limited economic opportunities and poor education and capabilities in rural area, as well as disadvantages rooted in social and political inequalities. Rural women, in particular, are often disproportionately held back by disadvantages rooted in such inequalities. In many countries, gender-based stereotypes and discrimination deny rural women equitable access to opportunities, resources and services. This means that rural sector in most regions of the world are farthest from achieving the Millennium Development Goals. Economic policies that enhance gender equality and women's empowerment are therefore crucial for rural development, poverty reduction and economic growth and the achievement of internationally agreed goals and commitments for development.

Empowering women to participate in economic growth and development is not only a daunting and challenging task but also paving path for future sustainable development. Women's entrepreneurship is both about women's position in society and about the role of entrepreneurship in the same society and community. Because women have to face many obstacles specifically in market their product that have to be overcome in order to give them access to the same opportunities as men. Women entrepreneurship is an effective instrument of social and economic development and is only perfect solution to the improving employment among rural youth. It really helps to generate employment for a number of people within their own social system and is best tool for rural women as it enables them to add to the family income while taking care of their own home and domestic animals centered task.

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