



A Study of Women's Empowerment As A Key Contributor to 'Development': A Case Study of Andhra Pradesh

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ABSTRACT

Women Economic development is a vital part of human resource development in India. Historically though Indian Women have played an active role in the economic activities but now the development of Women Economic in India is quite low, especially in the rural areas. Though now women in India have become aware of their role, rights and work situation, still the lower and middle class are not really eager to alter their role in fear of social backlash. The progress is more visible in the urban women of upper class. This paper highlights on Women Economic and development. It attempts to focus on women entrepreneurship in India, their status, problems they face and opportunities. The paper talks on as how women dug their path into the competitive world of business environment to prove themselves as successful empowerment. Main objectives of my paper is Educating women according to the professional requirement and encourage them to grow further in life and Encouraging corporate leadership capacity with the quality to ascertain gender equality.

KEYWORDS : Entrepreneurship, Economic Activities, Development, Opportunities, Income

Introduction

Indian economy as a great entrepreneurial potentiality, but women work participation rate in economic activities is quite low. Indian economy has witnessed a dynamic change since 1990's due to new economic policies Liberalization, Globalization and Privatization. If the strategies aimed at economic development keeping women involvement and development a side then it would be a lop sided strategy. Women entrepreneur has gained momentum only in the last three decades. In this dynamic world Women entrepreneurship is a vital part for achieving economic development and progress in a country. Historically it is proved that Indian women have played a major role in the society but their entrepreneurial ability has not been encouraged due to the lower status given to them in the society. It was only from the fifth five year plan (1974-78) onwards the role of woman has been explicitly recognized and importance was given not only for their welfare but also for their development and empowerment. From then in all our plans priority was given to Women entrepreneurs. Several plans and programs were implemented for developing and encouraging Women entrepreneurs.

Definition of Women Development

Women Development is now widely recognized as a tool of economic development in India. Because of this recognition, congenial supportive environment has been created over the years for the women and thus more and more women entrepreneur are getting involved in business as well as in self employment activities.

Technically a "Women Development" is any women who organizes and manages any enterprise especially a business, usually with considerable initiative and risk. Many a times the term women-owned business is used synonymously to government contracting. In this context women entrepreneur owns more than 50% controls and runs the enterprise. This concept can also be defined as "A small scale industrial unit or industry -related service or business enterprise, managed by one or more women entrepreneurs in a concern, in which they will individually or jointly have a share capital of not less than 51% as shareholders of the private limited company, members of co-operative society". Women Developments are those women who take the lead and organise the business or industry and provide employment to others.

Government of India has given defined Women Development as "An Development owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women".

According to J.A. Schumpeter, "Woman who innovates, imitates, or adopts a business activity is called woman entrepreneur." Thus women entrepreneur are those women who initiate, organise and operate business enterprise and want to prove their mettle in innovative and competitive jobs.

APJ Abdul Kalam "Empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation."

Objectives of the My Paper

- Educating women according to the professional and Non professional requirement and encourage them to grow further in life
- Encouraging corporate leadership capacity with the quality to ascertain gender equality

Women Development in Andhra Pradesh

The need of the hour is to change the mindset towards women so as to give them equal rights and opportunities. In India the progress towards gender equality is very slow. Empowering women does not mean to overtake or make others powerless; it only means giving more responsibilities and freedom to woman in involving herself in various socio-economic activities. When a woman is empowered, her competency in taking various decisions will definitely influence her family behavior towards her.

Historical Development of Women Development in Andhra Pradesh

Almost half of India's population consists of women. But they constitute a very negligible part of the total entrepreneurs. Entrepreneurial qualities and competencies are not really well developed amongst the women entrepreneurs in India. They are very shy in nature and emotionally attached to the family. So they are treated to be weak and always dependent on men. The women literacy rate in India is around 39%, work participation rate 28% which is quite less than the men in the country. In spite of these women have started entrepreneurial activities as one- woman enterprises at home and from home for self-occupation and engagement and further development as a successful entrepreneur. Actually Indian women entrepreneurship has started in 1970's which is an extension of kitchen activities mainly pickles, powder and pappad. From this 3P's women are encouraged to opt their career into 3E's i.e. electrical, energy and engineering. Women have started ventures with an urge to do something independently.

In the seventies, Government of India has given emphasis on women development especially in small scale industries. During 1980s, government and non-government bodies have paid increasing attention to women entrepreneurs by formulating various policies and programmes. Women entrepreneurs were given top priority for implementation of programmes under agricultural and its allied activities of diary farming, poultry, animal husbandry, handlooms, handicrafts and small scale industries, etc. In the nineties, out of the total women population of 437.10 millions, there are 126.48 million women workforce of which only 1,85,900 women accounting for self employed in the country.

Reasons for Women becoming Women Development

Women were meant to live only in the four walls of a house. They were not given any kindly of social, economic or cultural freedom. But with the spread of education and passage of time women developed skills, knowledge and adaptability in business which are the main reasons for women to emerge into business ventures.

Many women are forced to start some business due to some traumatic events in their life which can be economical, social or family based. But now women with their new talents are opting to become entrepreneurs in various walks of life. They are charting their career as designers, interior decorators, publishers, exporters, and still exploring new avenues of economic participation.

In India there are mainly three main categories of Women Development in practice namely – Women established in big cities with higher level of technical and professional qualifications and they have a sound financial position. Their career is quite successful. These women entrepreneurs produce non traditional items. The second category of women are through who are established in cities and towns, they have sufficient education and are involved in producing items which are both traditional and non-traditional. They undertake services like kindergarten, crèches, beauty parlors, health clinic etc. In the third category women are totally illiterate, they have weak financial assistance and they are involved in family business such as Agriculture, Horticulture, Animal Husbandry, Dairy, Fisheries, Agro Forestry, Handloom, Power loom etc.

The additional business opportunities that are recently approaching for Women Development are: eco-friendly technology, Bio-technology, Event management, Tourism industry, Telecommunication, Vermiculture, Sericulture, Floriculture, herbal and health care, Food, fruits and vegetable processing, etc. So it is clear that Women Development is very successful in the urban areas rather than the rural areas.

Methods to develop women Development in India

According to the Hindu mythology women in India have a very important place in the society. They are considered to be the incarnation of "Shakti" which means power. Women can be a very successful entrepreneur as they are self motivated, self disciplined and have creative eye. So if women in India are given little encouragement and support they can lead the nation to the heights of development. Here are some of the suggestions by which women can be developed into good entrepreneurs.

1. Better education facilities should be provided to the women folk from the government and that should be made compulsory.
2. They should be given equal opportunities and right to participate in decision making.
3. Vocational training would help them to develop themselves in production and management areas.
4. They should be given training in – developing management skills, leadership skills, developing self confidence and other developmental programmes regarding marketing and profit management.
5. Government must guide and provide financial assistance to them.
6. They should be provided at local level both micro credit and enterprise credit easily.
7. Repeated programmes should be held to train financiers to treat women with dignity and respect as persons in their own right.
8. A Women Entrepreneur's Guidance Cell set up to handle the various problems of women entrepreneurs all over the state.
9. Programmers for encouraging entrepreneurship among women

are to be extended at local level.

10. Training in entrepreneurial attitudes should start at the high school level to build confidence through behavioral games.
11. More governmental schemes to motivate women entrepreneurs to engage in small scale and large-scale business ventures.
12. There should be a continuous attempt to inspire, encourage, motivate and co-operate women entrepreneurs.
13. Attempts by various NGO's and government organizations to spread information about policies, plans and strategies on the development of women in various fields.
14. Self help groups of women entrepreneurs to mobilize resources and pooling capital funds, to help them in the field of industry, trade and commerce.

Results and Discussions of Women Development

In the First Five-Year Plan (1951-56) establishment of the Central Social Welfare Board, organization of Mahila Mandals and the Community Development Programmes were taken to develop women. In the second Five-Year Plan (1956-61), the empowerment of women was closely linked with the overall approach of intensive agricultural development programmes. And in the Third and Fourth Five-Year Plans (1961-66 and 1969-74) many welfare measures were taken to support female education.

In the Fifth Five-Year Plan (1974-79) major emphasis was given on training of women, who were in need of income and protection. This plan coincided with International Women's Decade and the submission of Report of the Committee on the Status of Women in India. In 1976, Women's welfare and Development Bureau was set up under the Ministry of Social Welfare. In the Sixth Five-Year Plan (1980-85) importance has shifted from welfare to development of women. It recognized women's lack of access to resources as a critical factor for their growth.

The Seventh Five-Year Plan (1985-90) emphasized the need for gender equality and empowerment. In the Eight Five-Year Plan (1992-97) focus was on empowering women, especially at the Grass Roots Level, through Panchayati Raj Institutions. The Ninth Five-Year Plan (1997-2002) adopted a strategy of Women's Component Plan, under which not less than 30 percent of funds/ benefits were earmarked for women related sectors.

The Tenth Five-Year Plan (2002-07) aims at empowering women through translating the recently adopted National Policy for Empowerment of Women (2001) into action and ensuring Survival, Protection and Development of women and children through rights based approach. At present, the Government of India has over 27 schemes for women operated by different departments and ministries. Some of these are:

Integrated Rural Development Programme (IRDP), Khadi And Village Industries Commission (KVIC), Training of Rural Youth for Self-Employment (TRYSEM), Prime Minister's Rojgar Yojana (PMRY), Entrepreneurial Development programme (EDPs), Management Development programmes, Women's Development Corporations (WDCs), Marketing of Non-Farm Products of Rural Women (MAHIMA), Assistance to Rural Women in Non-Farm Development (ARWIND) schemes, Trade Related Entrepreneurship Assistance and Development (TREAD), Working Women's Forum, Indira Mahila Yojana, Indira Mahila Kendra, Mahila Samiti Yojana, Mahila Vikas Nidhi, Micro Credit Scheme, Rashtriya Mahila Kosh, SIDBI's Mahila Udyam Nidhi, Mahila Vikas Nidhi, SBI's Stree Shakti Scheme, NGO's Credit Schemes, Micro & Small Enterprises Cluster Development Programmes (MSE-CDP), National Banks for Agriculture and Rural Development's Schemes, Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP), Priyadarshini Project- A programme for Rural Women Empowerment and Livelihood in Mid Gangetic Plains, etc.

The efforts of government and NGOs have played a major role in empowering women and cultivating entrepreneur characters in them. Despite concerted efforts of governments and NGOs there are certain gaps which are due to the problems that women face in the society and family. Though we have come a long way in the development of women entrepreneur and yet the future journey is difficult and demanding.

Conclusion

Entrepreneurship among women will no doubt develop the nation in general and family in particular. Women will lead the nation to the path of progress and development. Women today are more willing to take up economic activities that were once considered the preserve of men. Women should be trained and molded properly with entrepreneurial traits and skills to meet the changes in trends, challenges in the competitive global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena. It is true that India women face a lot of social, economic and cultural problems in their path to be a successful entrepreneur. But today we do have many women in India who have started their career as a mole and made it a mountain.

Table-1 Literacy Facts of Women in India

Women Literacy Rate	Urban Women	Rural Women
65.46%	79.1%	57.9%

Source: Census of India 2011

Table-2 Sample Average for 13 Districts of Urban & Rural Areas of Compositions of the Women population occupation, around 2013

	Domestic services	Other Employed	House Work	Rest of Population	Total % of Women
Urban	93.1%	39.0%	98.1%	52.3%	53.3%
Rural	89.3%	28.2%	99.1%	50.3%	49.3%

Source: Primary Data

Table-3 Status of Women Empowerment in Andhra Pradesh 2013

Total Groups	6,57,526
Women Covered (Members)	81.10
Savings (Rs. In Crores)	1847.06
Govt. Assistance (Rs. In Crores)	1660.83
Total Corpus (Rs. in Crores)	2507.89
Loan mobilized from banks under SHG linkage programme (Rs. In Crores)	2160.71
Average Savings per cent groups (Rs)	25514
Average Credit per cent Group (Rs.)	42975
Average Corpus Per cent groups (Rs.)	42957

Source: Primary Data

Table-4 Parent Households with Live- In Domestic Staff, by working week of the Women Employer in Andhra Pradesh

Working weeks	Urban	Rural
Less than 24 Hours	1.3%	0.3%
24 to 48 Hours	1.7%	0.4%
Over 48 Hours	2.0%	1.2%

Source: Primary Data

Table-5 Households with Live- In Domestic Staff, by working week of the Women Employer Per cent of capita income Andhra Pradesh

	Urban	Rural
Without domestic staff	3.5%	11.3%
With domestic Staff	2.0%	7.4%

Source: Primary Data

Table-6 Earnings of the Women's over, by occupational category, Urban Areas in Andhra Pradesh 2013

Districts	Domestic Service	Other Employed
Srikakulam	0.5%	3.8%
Vizianagaram	1.2%	3.2%
Visakhapatnam	1.2%	2.4%
East Godavari	1.4%	2.3%
West Godavari	1.4%	3.8%
Krishna	1.4%	3.5%
Guntur	1.6%	2.6%
Prakasam	1.6%	4.7%
Nellore	1.6%	5.0%
Anantapur	1.7%	3.3%
Chittoor	1.9%	5.1%
Kurnool	2.4%	3.0%
Cuddaph	1.5%	3.5%

Source: Primary Data

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