



Womenempowerment Through Ruralentrepreneurship

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ABSTRACT

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 encouragement for Women Entrepreneurship is one of the way for them.

As Women for ming about half of the India's population make a case of for developing Women Empowerment in the country. Particularly in Rural areas. They are, Regarded as the better half of the society. But unfortunately the Traditional mind set of the society and Negligence of the state and respective authorities is an important obstacle for the Women Entrepreneurship development in India. In traditional societies they were confined to the fourwalls of houses performing household activities. In modern societies, They have come out of the four walls of houses to participate in all sorts of activities.

In spite of that Women of today break all those obstacles and involve them selves in various sectors and proving their Excellence- like Academics, Politics, Administration, Social work and so on. As such, Rural areas are ultimately marked by abject poverty and backwardness. Poverty and in such situation rural Industrialization is viewed as on effective means of accelerating the process of Rural development by Empowerment of Women in the country so there were major part fo National Economic development is contributed by Rural Economy. Entrepreneurship is considered to be a key for Women Empowerment especially in Rural areas and hence promotion of Women entrepreneurs is focused highly by the Government there is a need of continuous attempt to inspir, encourage, motivate and co_operate Women entrepreneurs, Awareness programes should be conducted by the Government. This paper gives a brief idea about the importance fo Entrepreneurship and its influence on the Empowerment fo Rural Women and NGOS, And self help groups development of Rural people in the country and they fore aims at discussing the growth and problems of women Empowerment in Rural India.

KEYWORDS : Women Empowerment, Entrepreneurship, Rural India, NGOS, Self help groups, Problems Rural development.

Introduction:

Women constitute the backbone of nation prosperity of the Nation depends upon the prospectivity of its Women.

Rabindranath Tagore says:

"Women are the buider and moulder of Nations destiny through delicate and soft as lily. She has a heart, far stronger and bolder than of man. She supreme inspiration of man's onward March" Woman has been as important as man. They performed by Women in society are the indicator of a Nations over all progress.

The Women's domestic role is combined with Economic activities and utilization of their skill and labour to earn the extra income for the family, Which makes the difference between a reasonably decent survival and humiliating poverty. The role played by rural women in Economic development has not been assigned sufficient importance.

Women Entrepreneurs and their contribution to the national Economy is quite visible in india Women Entrepreneurs need to be laved for their increased utilization of modern Technology, Increased investments, finding a niche in the export market, creating a sizable Employment for others and setting the trend for other Women Entrepreneurs in the organized sector.

Womens Entrepreneurship needs to be studied separately for two main reasons.

- Women's Entrepreneurship has been recognized during the last decade as an important untapped source of Econami growth. Women Entrepreneurs create new jobs for themselves and others and also by being different they also provide the society with different solutions to management, Organization and business problems as well as to the exploitation of Entrepreneurial opportunities.
- The second reason is that the topic of Women in Entrepreneurship has been largely neglected both in society in general and in the social sciences.

STATUS OF RURAL WOMEN IN INDIA:

Among total Indian population of 1027.10 million, Women constitute 495.73 million therefore, Women constitute nearly 50% of population, Perform 2/3 of the work and produce 50% of food commodities consumed by the country, They earn 1/3 of remuneration and own 10% of the property or wealth of the country . Infact they are treated as weak and dependent on men. As such Indian Women enjoy an unfavourable status in society.

Rural Women in India constitute 77.00% of the female population they share abundant responsibility and perform a wide spectroum of duties in running the family, Maintining the house hold activities like rearing, Feedinhg, Attending to farm labour, Tending domestic animals and like, Even then they suffer formbeing both Economical-ly and socially invisible with in the frame work of democratic policy, Our laws, Development policies, Plans and programmes have aimed at Women's advancement in different spheres.

THE FIFTH FIVE YEAR PLAN(1974-79) replaced the social welfare approach with development approach. This recognized Women's productive role and her contributions and efforts were made to remove the invisibility fo Women' Economic contribution to the house hold Economy.

THE SIXTH FIVE YEAR PLAN (1980-85) is a land mark in the history of Women's development with Emphasis on health Education and Employment .

THE SEVENTH FIVE YEAR PLAN (1985-90) gave priority for programmes to improve the status of Women and operational zed the concern of equality and Empowerment, Generating awareness about their rights and privileges and training them for Economic activities and Employment.

THE EIGHT AND SUBSEQUENT FIVE YEAR PLAN (1992-97) continued emphasis on ensuring the benefits of development in the different sectors donot circumvent Women and that Women must be able to

function as equal partners in the development process.

A major development in the Empowerment of Women is the 73rd constitutional amendment to Panchayat Raj act which specifies 1/3 of the posts of 'Sarpanch' and chairman of the block level assemblies (Samithi) and the district assembly (Zilla Parishad) to be Women. This is expected to bring radical change in Women's status and will generally increase their political participation. The Government is putting a lot of efforts to Empower the Women, Hence there is need to know the extent of Empowerment of Rural Women.

NEED FOR RURAL ENTREPRENEURSHIP:

Entrepreneurship on small scale is the only solution to the problem of unemployment and proper utilization of both human and non-human resources and improving the living conditions of poor masses. The need for and growth of Rural industries has become essential in a country like India because of the following reasons:

- Rural Industries generate large-scale employment opportunities in the Rural sector as most of the rural industries are labour intensive.
- Rural Industries Entrepreneurship help to improve the per capita income of rural people thereby reduces the gaps and disparities in income of Rural and Urban people.
- Rural Entrepreneurship controls concentration of Industries and thereby promotes balanced regional growth in the Economy.
- Rural Entrepreneurship can reduce poverty, growth of slums, Pollution in cities and ignorance of inhabitants.
- Rural Entrepreneurship creates an avenue for Rural education youth to promote it as a career.

WOMEN EMPOWERMENT IN RURAL ENTREPRENEURSHIP

Empowering women particularly Rural women is a challenge. Micro enterprises in rural area can help to meet these challenges. Micro-enterprises not only enhance national productivity, generate employment but also help to develop economic independence, personal and social capability among rural women.

Following are some of the personal and social capabilities

- Economic empowerment.
- Improve standard of living.
- Self confidence.
- Enhance awareness.
- Sense of achievements.
- Increasing social interaction.
- Involvement in solving problems related to women and community.
- Increasing participation level in gram Sabha meeting.
- Improvement in leadership qualities.

Women entrepreneurs may be as women are group of women who initiate, organize and, run a business enterprise woman who innovate, imitate or adopt a business activity are called "women entrepreneurs". The women entrepreneurs based on women participation in equity and employment of a business enterprise.

HOW TO DEVELOP WOMEN ENTREPRENEURS?

Women entrepreneurs and their greater participation in the entrepreneurial activities. Following efforts can be taken into account for effective development of women entrepreneurs.

- Consider women as specific target group for all development programmes.
- Better education facilities and schemes should be extended to women folk from government part.
- Adequate training program on management skills to be provided to women community.
- Encourage women's participation in decision-making.
- Training on professional competence and leadership skill to be extended to women entrepreneurs.
- Counseling through the aid of committed NGO's, psychologists, managerial expert and technical personnel should be provided to existing and emerging women entrepreneurs.

STEPS TAKEN BY GOVERNMENT TO IMPROVE POSITION OF WOMEN ENTREPRENEURS

Government both at the central and state level have been actively participating in promoting self-employment opportunities in rural areas by providing assistance in respect of infrastructure, finance, technology, training, raw materials, and marketing. Some of the support measures and programmes meant for the promotion of small and rural industries are discussed below:

• National Bank For Agriculture And Rural Development (NABARD)

NABARD was set up in 1982 to promote integrated rural development. Since it has been adopting a multi-pronged, multi-purpose strategy for the promotion of rural business enterprises in the country.

For example small industries, cottage and village industries, and rural artisan using credit and non-credit approaches.

• The Rural Small Business Development Center (RSBDC)

RSBDC has organized several programmes on rural entrepreneurship, skill up gradation workshops, mobile clinics and trainers training programmes, awareness and counseling camps in various villages of Noida, Greater Noida Ghaziabad.

• Rural And Women Entrepreneurship Development (RWED)

The Rural and Women Entrepreneurship Development programme aims at promoting a conducive business environment and at building institutional and human capacities that will encourage and support the entrepreneurial initiatives of rural people and women. RWE provides the following services:

- Creating a business environment that encourages initiatives of rural and women entrepreneurs.
- Enhancing the human and institutional capacities required to foster entrepreneurial dynamism and enhance productivity.
- Rendering any other advisory services.

Role of SHG's In Promoting Entrepreneurship among Rural Women

The formation of self-help group and active participation of the local families the process of planning and project implementation would help in developing harmony and build unity of among the members of the community irrespective of their caste and economic diversity.

The non-governmental organization play a circular role to identify the self interested persons, to form them into self-help groups and guide the member informing the rules and regulation with regard to thrift and credit procedures and repayment ethics. India has a long tradition of people coming together voluntarily for performing various socio-cultural, religious and economic activities collectively.

The self-help group is a variable alternative to achieve the objectives of rural development and to get community participation in rural development programmes generally it has members not exceeding 20 and one member act as a leader called animator. Credit needs of the rural women are mostly fulfilled through SHG's. It enhances status of women as participants decision makers and beneficiaries in the democratic, economic, social and cultural spheres of life's.

The micro-entrepreneurship strengthens in the women sustainable development and removes the general inequalities self-help groups saving are extended as micro credit to its members to promote the micro and small scale enterprises to alleviate poverty and to provide sustainable economic development of the community. Women constitute 90% of total marginal workers of the country. Rural women are playing a direct and indirect role both inform operation and domestic chores.

Now a day's rural women are achieving sustainable development by associating with the technical know-how and are able to cope up with the changing scenario of the production field. Majority of the SHG's women of rural areas and urban areas are managing micro enterprises with live stock and domesticated activities. because there

can be managed with micro finances.

CONCLUSION

Women today are more willing to take up activities that were ones considered to be preserve of men, and have proved that there are second to none with respect to contribution to the growth of the economy.

It is quite clear that rural entrepreneurship can't be developed without significant training. Therefore, instead of just schemes, as the correct for entrepreneurship development an intensive training need to be provided to the youth in rural India.

“WOMEN BEING SPINE OF THE FAMILY NEED TO BE PROTECTING WITH DIGNITY.”

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