



## A Study on The Perception of Rural Women towards Employment Opportunities with Respect to Krishnagiri District

### KEYWORDS

class, society, government policies, economy, family

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**ABSTRACT** Rural women play a critical role in the rural economics of both developed and developing countries. There are various factors influencing employment opportunity for women based on class, ethnicity, religion, age, society, and government policies etc.

This paper focuses specifically on the situation of rural women in developing countries in the context of changes in the rural economy. It highlights changes in social structures and patterns of mobility that directly affect their situation. It raises critical issues for improving the situation of rural women in terms of strengthening their capabilities, increasing their access to and control over opportunities and resources.

It drew attention to the large number of rural women working in the informal economy with low levels of income, little job. It highlights microcredit and other financial instruments as successful strategies for economic empowerment of women living in poverty, in particular rural areas. Sample size has been confined around 160 according to convenience of the researcher. Area of this study has been confined with Krishnagiri district and the respondents will be taken from various regions in Krishnagiri district based on the convenience sampling.

### INTRODUCTION

Employment is critical for poverty reduction and for enhancing women's status. However, it is potentially empowering and liberating only if it provides women an opportunity to improve their well-being and enhance their capabilities. On the other hand, if it is driven by distress and is low-paying then it may only increase a woman's drudgery. To understand women's work status in India's rural areas and to examine the trends and nature of women's employment

To understand the situation of rural women, it is necessary to examine the full diversity of their experiences in the context of the changing rural economy, including their position within household and community structures; the gender division of labor; their access to and control over resources; and their participation in decision-making.

Rural women are not a homogeneous group; there are important differences among women in rural areas based on class, age, marital status, ethnic background, race and religion. The survey covers socio-economic and demographic characteristics, employment and unemployment characteristics, and provides information on wages.

The notion of work and employment, especially for women, is complex. The reasons why women work (or do not work) in gainful activity, or whether they work part time or full time, can be diverse and may be rooted in a complex interplay of economic, cultural, social, and personal factors.

Further, education may not positively influence a woman's participation in work, but for women who are in most important determinant of better quality non-agricultural work. Along with education, women's autonomy measured in terms of access to land, control over its operation, mobility, and willingness to join self-help groups enables her to move into non-agricultural jobs.

Governments should create an enabling environment so that rural women fully participate in the development, implementation and monitoring of macroeconomic policies and programs and poverty reduction strategies, based on the Mil-

lennium Development Goals, as well as in policies and activities related to emergencies, humanitarian assistance, peace building and post-conflict reconstruction.

Although there are common trends, there are also major differences according to regions, countries and even within countries, as well as diversity among women based on class, ethnicity, religion, age and other factors. Climate change and food insecurity are creating new challenges for women in rural areas. The changes under way in rural areas have a direct impact on women's lives, in both positive and negative ways. Women's increased access to paid employment and independent cash income in some areas can positively affect intra-household dynamics and the perception of women's roles in society.

Many women, particularly younger women, have found that independent sources of income give them the confidence to question traditional views of rural women's roles both in the household and in society, and to challenge gender biases in access to resources. Linking rural women to the global market Transformation in rural areas is linking rural women more closely to the global market.

It highlights changes in social structures and patterns of mobility that directly affect their situation. It raises critical issues for improving the situation of rural women in terms of strengthening their capabilities, increasing their access to and control over opportunities and resources, enhancing their agency and leadership, and ensuring their rights and security.

### OBJECTIVES OF THE STUDY

- To measure the women's contribution towards employment in rural India.
- To understand and identify the women's perception towards self-business/self-employment.
- To analyze the self sufficiency of the women through social, economic, government, family, society factors etc.
- To measure women's expectations towards various job opportunities provided by the corporates.
- To measure empowerment and recognition of women in the society.

**SCOPE OF THE STUDY:**

The present study covers demographic aspects of sample respondents and the empowerment of women in the society.

To analyze the women perception towards employment in the context of family, society, government policies, technology, economy etc. influences the women employment.

To measure the women attitude towards various employment opportunity schemes generated by the government.

**LIMITATIONS:**

- Due to time and budget constraints this study has been undertaken with in the geographical limits of Krishnagiri district.
- This study has been undertaken only with a sample size of 160 respondents.

**RESEARCH METHODOLOGY:**

An exhaustive questioner was structured to gather as much primary information as possible and hence, the most common form of research, descriptive research was used. A preliminary study used in the form of scheduling technique with 160 respondents was conducted. The primary data and secondary data are collected. Primary data was collected from the rural women with reference to the Krishnagiri district. The secondary data are collected from the articles, newspapers and books. Multi-scaling techniques were used in measuring the perception of women on employment in rural India. The scope of the study is to know the perception of women on their rural employment. Another one is to measure the women perception towards self-employment.

**DATA COLLECTION:**

Survey method was adopted for data collection. Questionnaire has been confined with closed ended questions.

**PRIMARY DATA:**

Primary data was collected from the rural women with reference of Krishnagiri district at different regions based on the convenience sampling.

**SECONDARY DATA:**

Secondary data was obtained from the articles of Food and Agriculture Organization of the United Nations (FAO), the International Labor Office (ILO), and National Rural Employment Guarantee Act (NREGA).

**SAMPLE SIZE:**

This study focused on the rural women and 160 respondents was selected as a sample size in the Krishnagiri district.

**SAMPLING TECHNIQUE:**

This study preferred non-probability sampling.

**METHOD OF DATA COLLECTION:**

Data has been collected from the rural women by personal interview with the help of designed questionnaire.

**STATISTICAL TOOL:**

The study includes simple percentage calculation and pie-chart.

**ANALYSES AND INTERPRETATION**

**TABLE-1**

SOURCES OF EMPLOYMENT OPPORTUNITY FOR WOMEN			
SI.NO	SOURCES	RESPONDENTS IN NUMBER	RESPONDENTS IN PERCENTAGE
1	PVT ORG	70	44
2	GOVT ORG	60	38
3	SELF-EMP	20	13
4	AI	10	6
TOTAL		160	100

**INTERPRETATION:**

According to the survey the perception level of women towards source of employment opportunity were analyzed and interpreted in rural India out of 160 respondents 70 respondents i.e., 44% were private organizations, about 60 respondents i.e., 38% were government organizations, about 20 respondents i.e., 13% were self-employment, and about 10 respondents i.e., 6% were aided institutions.

**FIGURE-1**



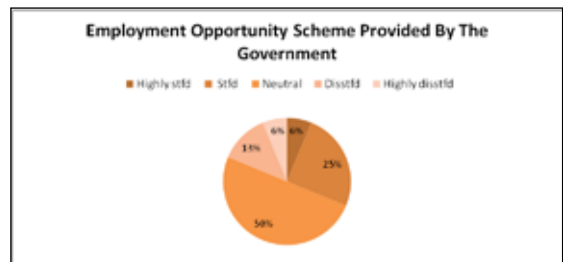
**TABLE-2**

EMPLOYMENT OPPORTUNITY SCHEMES PROVIDED BY THE GOVERNMENT			
SI.NO	VARIABLES	RESPONDENTS IN NUMBER	RESPONDENTS IN PERCENTAGE
1	Highly Stfd	10	6
2	Stfd	40	25
3	Neutral	80	50
4	Dis Stfd	20	13
5	Highly Disstfd	10	6
TOTAL		160	100

**INTERPRETATION:**

According to the survey the perception level of women towards various level of employment opportunity schemes provided by the government were analyzed and interpreted in rural India out of 160 respondents 10 respondents i.e., 6% were highly satisfied, about 40 respondents i.e., 25% were satisfied, about 80 respondents i.e., 50% were neutral, about 20 respondents i.e., 13% were dissatisfied and about 10 respondents i.e., 6% were highly dissatisfied.

**FIGURE-2**



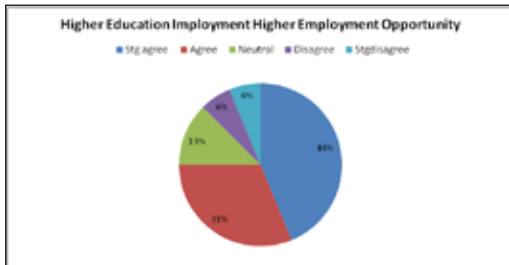
**TABLE-3**

Higher Education Implies Higher Employment Opportunity			
SI.NO	VARIABLES	RESPONDENTS IN NUMBER	RESPONDENTS IN PERCENTAGE
1	Strongly Agree	70	44
2	Agree	50	31
3	Neutral	20	13
4	Disagree	10	6
5	Strongly Disagree	10	6
TOTAL		160	100

**INTERPRETATION:**

According to the survey level of women the perception towards higher education implies higher employment opportunity were analyzed and interpreted in rural India out of 160 respondents 70 respondents i.e., 44% were strongly agree, about 50 respondents i.e., 31% were agreed, about 20 respondents i.e., 13% were neutral, about 10 respondents i.e., 6% were disagree and about 10 respondents i.e., 6% were strongly disagree.

**FIGURE-3**



**TABLE-4**

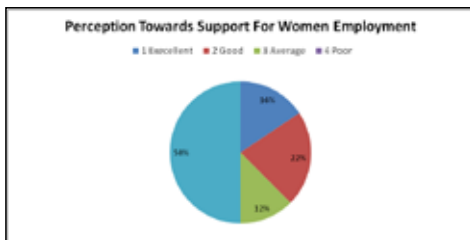
PERCEPTION TOWARDS SUPPORT FOR WOMEN EMPLOYMENT

SI.NO	VARIABLES	RESPONDENTS IN NUMBER	RESPONDENTS IN PERCENTAGE
1	Excellent	50	31
2	Good	70	44
3	Average	40	25
4	Poor	0	0
TOTAL		160	100

**INTERPRETATION:**

According to the survey the perception level of women towards support for employment opportunity were analyzed and interpreted in rural India out of 160 respondents 50 respondents i.e., 31% were excellent, about 70 respondents i.e., 44% were good, about 40 respondents i.e., 25% were average and about 0 respondents i.e., 0% were poor.

**FIGURE-4**



**TABLE-5**

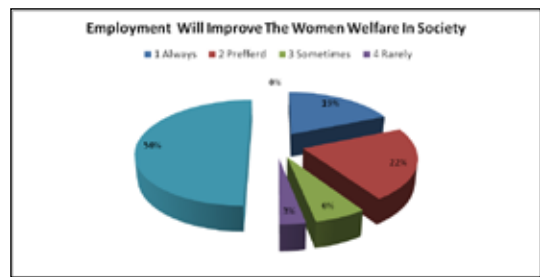
EMPLOYMENT WILL IMPROVE THE WOMEN WELFARE IN SOCIETY

SI.NO	VARIABLES	RESPONDENTS IN NUMBER	RESPONDENTS IN PERCENTAGE
1	Always	60	38
2	Preferred	70	44
3	Sometimes	20	13
4	Rarely	10	6
TOTAL		160	100

**INTERPRETATION:**

According to the survey the perception level of women towards employment will improve the women welfare in society were analyzed and interpreted in rural India out of 160 respondents 60 respondents i.e., 38% were always, about 70 respondents i.e., 44% were preferred, about 20 respondents i.e., 13% were sometimes and about 10 respondents i.e., 6% were rarely.

**FIGURE-5**



**TABLE-6**

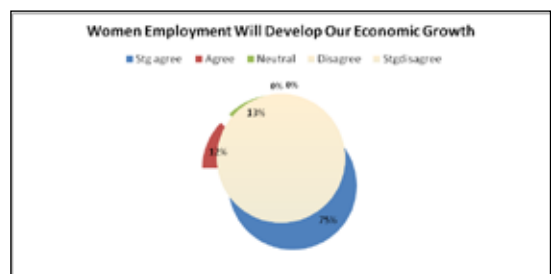
WOMEN EMPLOYMENT WILL DEVELOP OUR ECONOMIC GROWTH

SI.NO	VARIABLES	RESPONDENTS IN NUMBER	RESPONDENTS IN PERCENTAGE
1	Strongly Agree	120	75
2	Agree	20	13
3	Neutral	20	13
4	Disagree	0	0
5	Strongly Disagree	0	0
TOTAL		160	100

**INTERPRETATION:**

According to the survey level of women perception towards women employment will develop our economic growth were analyzed and interpreted in rural India out of 160 respondents 120 respondents i.e., 75% were strongly agree, about 20 respondents i.e., 13% were agreed, about 20 respondents i.e., 13% were neutral, about 0 respondents i.e., 0% were disagree and about 0 respondents i.e., 0% were strongly disagree.

**FIGURE-6**



**FINDINGS:**

- o 44% of respondents were perceived that private organizations generate employment opportunities to the rural women in India.
- o Only 6% of respondents were highly satisfied towards various employment opportunity schemes provided by the government.
- o Higher education implies higher employment opportunity to the women was found that 44% of respondents are strongly agreed.
- o The support level of women towards employment was found that 44% were good.
- o Women welfare in the society will improve through women employment found that 44% were preferred.
- o 75% of respondents were strongly agreed about women employment will develop our economic growth in society.

**RECOMMENDATIONS:**

- o Women should actively participate in all kind of business it will be improves the women status in the society.
- o The cooperation and support level in between family and

society is most important to carry out potential employment opportunities.

- o The government has to generate more employment opportunity schemes to the rural women; it will reduce poverty in rural India.
- o Their full participation is therefore essential to achieve sustainable development.
- o If every rural women effectively participates towards jobs, our country economic growth will be improved dramatically.

#### CONCLUSION:

It highlights changes in social structures and patterns of mobility that directly affect their situation. It raises critical

issues for improving the situation of rural women in terms of strengthening their capabilities, increasing their access to and control over opportunities and resources, enhancing their agency and leadership, and ensuring their rights and security.

Backward rural areas women play a vital role in improving the economic growth of our country. Women should actively participate in all activities; it will extend the women status in society. There should be a good cooperation and support from the family and society for better participation of women in employment activities.

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