

	<div>ORIGINAL RESEARCH PAPER</div> <div>AN IMPACT OF BETI BACHAO BETI PADHAO & UDYOGINI SCHEMES ON GENDER EQUALITY IN BUSINESS & EMPLOYMENT IN COIMBATORE REGION</div>	<div>Commerce</div> <div>KEY WORDS: Gender Equality, Women Empowerment, Beti Bachao Beti Padhao (BBBP), Udyogini Scheme, Women Entrepreneurs, Employment Opportunities, Coimbatore Region, Government Schemes, Socio-Economic Impact, Female Workforce Participation</div>
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ABSTRACT	This study explores the impact of the Beti Bachao Beti Padhao (BBBP) and Udyogini schemes on promoting gender equality in business and employment within the Coimbatore region. The BBBP scheme, aimed at addressing the declining child sex ratio and promoting the value of the girl child, and the Udyogini scheme, which empowers women entrepreneurs through financial assistance and skill development, have played pivotal roles in shaping socio-economic outcomes for women. The research investigates how these schemes have enhanced female participation in the workforce and business sectors, improved access to education and entrepreneurial opportunities, and shifted societal perceptions about gender roles. Using both qualitative and quantitative data collected through surveys and interviews with beneficiaries, government officials, and business owners, this study evaluates the effectiveness and challenges of these initiatives. The findings suggest a positive but uneven impact, highlighting areas for policy refinement and enhanced outreach to ensure sustained progress toward gender parity in economic participation.	
INTRODUCTION	<p>It has become more widely acknowledged in recent decades that businesses need to act responsibly to meet the requirements of present and future generations and uphold their rights to live in secure, healthy, and opportunity-rich settings (WCED, 1987). They must accomplish this by taking into account how their production endeavours affect the social, environmental, and economic spheres in which they function. In close cooperation with its stakeholders, "companies should have in place a process to integrate social, environmental, ethical, and human rights concerns into their business operations and core strategy" (EC, 2011). However, some businesses behave carelessly, harming the environment and society in the process (e.g. Sims and Brinkmann, 2003, Crooks, 2012). Customers can therefore select to buy from businesses that operate sustainably because of the differences in business practices and the concurrent range of offers in modern economic systems (Seyfang, 2009). The implementation of this capability suggests that the clients are aware of the level of accountability of the businesses in which they have an interest (Wigley, 2008; Lee and Shin, 2010).</p> <p>Making things fair for boys and girls at work is a big topic worldwide. People are fighting to make sure everyone gets the same money, no matter their gender or differences we all have. Also, they want more chances for women in every profession. In India, there's a special program called Beti Bachao Beti Padhao (BBBP). Its job is to boost how much of education women receive and also help them find jobs. But even with those steps forward, there's still unfairness in many jobs when it comes to paychecks, being a boss, or climbing the career ladder.</p> <p>In the world of business today, things have progressed beyond merely judging a company by what it sells. The core values that guide their functioning, especially when it comes to employee rights and gender fairness, are gaining more traction than ever before. The modern shopper is taking a keener interest in how inclusive businesses are towards all genders. They're beginning to develop relationships with brands that echo their own beliefs better. If we spot businesses championing equality for every gender at work, we tend to see such firms as being upright and forward-thinking; this helps build stronger ties between them and their customers.</p>	
Review Of Literature	<ul style="list-style-type: none">Singh and Priya (2024) studied the effectiveness of the	
	<p>Beti Bachao Beti Padhao scheme in Tamil Nadu, particularly Coimbatore. Their research highlighted significant increases in female school enrollment and literacy, which eventually translated into enhanced female participation in vocational training and formal employment sectors.¹</p> <ul style="list-style-type: none">Rao (2023) analyzed the Udyogini scheme's contribution to promoting women entrepreneurship in Coimbatore. The study found that access to micro-finance and vocational training under Udyogini helped women establish sustainable businesses in sectors like tailoring, handicrafts, and food processing.²The Ministry of Women and Child Development (2022) published an annual report highlighting progress under BBBP, noting that Coimbatore district recorded improvements in female literacy rates and child sex ratio, contributing to better gender equality in employment and entrepreneurship.³ <p>Objectives Of The Study</p> <p>The primary objective of this study is to analyse consumer perception of gender equality in business and employment in the Coimbatore district.</p> <p>It aims to assess the awareness and impact of government initiatives like Beti Bachao Beti Padhao (BBBP) and the Udyogini Scheme on promoting women's participation in the workforce and entrepreneurship.</p> <p>The study seeks to understand societal attitudes toward gender roles in business and employment sectors.</p> <p>Additionally, it focuses on evaluating the effectiveness of these schemes in advancing gender equality and empowering women economically.</p> <p>Research Methodology</p> <p>The research on the Impact of Beti Bachao Beti Padhao & Udyogini schemes on gender equality in business & employment in the Coimbatore region uses a mixed-method approach, combining descriptive, quantitative, and qualitative techniques. Data is collected through structured surveys and interviews with consumers, employees, and business owners in the corporate, retail, IT, education, and healthcare sectors. Random sampling ensures a broad, representative sample. The study also uses secondary data from government reports, corporate policies, research papers, and media articles. Statistical tools, including</p>	

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percentage analysis and correlation, identify patterns in consumer views on workplace gender equality. The study further explores the influence of government initiatives, social media, and CSR on these perceptions.

Scope OfThe Study

- The research aims to understand public opinions on gender equality in jobs and businesses across Coimbatore District, focusing on fair pay, equal opportunities, and inclusive workplaces in sectors like corporate, retail, IT, education, and healthcare.
- It explores whether gender-balanced workplaces influence customer trust, brand loyalty, and shopping behavior, examining if diverse teams affect how people engage with businesses.
- The study considers the role of government schemes like Beti Bachao Beti Padhao and corporate CSR initiatives in shaping public attitudes, using surveys and interviews with people from urban and semi-urban areas.

Analysis And Interpretation

Table 1: Demographic Factors

Variable	Category	Frequency	Percentage (%)
Age	Below 20 years	24	17.8%
	20–30 years	75	55.6%
	31–40 years	23	17.0%
	41–50 years	6	4.4%
	Above 50 years	7	5.2%
Gender	Male	63	46.7%
	Female	72	53.3%
Education	No Formal Education	5	3.7%
	School Level	9	6.7%
	Undergraduate	67	49.6%
	Postgraduate	50	37.0%
	Others	4	3.0%
Occupation	Student	53	39.3%
	Employee (Govt/Private)	40	29.6%
	Entrepreneur	33	24.4%
	Homemaker	8	5.9%
	Other	1	0.7%

The above table depicts that the majority of respondents (55.6%) fall within the 20–30 years age group, indicating that young adults are more actively engaged in or aware of gender equality issues. A balanced gender distribution is observed, with a slight majority of female respondents (53.3%). Most respondents are well-educated, with 49.6% having undergraduate degrees and 37% being postgraduates. Students make up the largest segment (39.3%), reflecting a growing interest among youth in social issues.

Table 2: Respondents' Perception OfThe Schemes

Factor/Question	Major Response	%
Perception of Gender Equality	Yes	57.8%
Experience of Gender Discrimination	Yes, frequently	45.9%
Area of Gender Inequality	Leadership Roles	50.4%
Govt Schemes Help Gender Equality	Yes	72.6%
Awareness of the BBBP Scheme	Yes	69.6%
Awareness of the Udyogini Scheme	Yes	81.5%
BBBP Increased Awareness	Yes, to some extent	40.0%
BBBP Influenced Girls' Education Support	Yes, very much	43.7%
Udyogini Helped Women Entrepreneurs	Yes, significantly	45.9%
Know Someone Benefited from Udyogini	Yes	68.9%

Financial Schemes Encourage Women Entrepreneurs	Yes	74.1%
Overall Impact of Govt Schemes on Gender Equality	Moderately Effective	42.2%
Suggested Improvement in Schemes	Increased Financial Support	52.6%
Need for More Govt Initiatives	Yes	81.5%

This table depicts the overall perceptions and awareness levels of respondents regarding gender equality in business and employment, as well as the effectiveness of related government schemes:

- A majority (57.8%) of respondents believe that gender equality exists in workplaces, reflecting a generally positive outlook, although there is still a notable percentage who disagree or are unsure.
- Frequent experiences of gender discrimination (45.9%) indicate that inequality persists in various professional environments.
- The most cited area of inequality is in leadership roles (50.4%), suggesting that while entry-level opportunities may be improving, top-level positions remain unequal.
- 72.6% of respondents agree that government schemes contribute positively to promoting gender equality, showing public confidence in such initiatives.
- Awareness is relatively high for both schemes, with 69.6% aware of BBBP and 81.5% aware of Udyogini, indicating successful outreach efforts.
- In terms of impact, 40% of respondents say BBBP increased awareness "to some extent," and 43.7% report that it significantly encouraged investment in girls' education.
- The Udyogini Scheme is viewed as significantly helpful by 45.9% of respondents, with 68.9% knowing someone who benefited, indicating real-world visibility of its outcomes.
- 74.1% believe that financial schemes like Udyogini can motivate more women to start businesses, reinforcing the importance of economic support for entrepreneurship.
- The overall impact of government schemes is seen as moderately effective (42.2%), suggesting that while the efforts are appreciated, there is still room for improvement.
- The most common suggestion for improvement is increased financial support (52.6%), highlighting a need for greater economic accessibility for women.
- Finally, a strong 81.5% support the introduction of more government initiatives, indicating sustained public interest in promoting gender equality in business and employment.

Suggestions

- Strengthening Awareness Campaigns and Promotion.
- Providing Increased Financial Support and Incentives.
- Enhancing Skill Development and Training Programs.
- Improving Implementation and Monitoring Mechanisms

CONCLUSION

The study finds that enhanced financial support, skill development, better awareness campaigns, and improved monitoring of schemes are key to promoting gender equality in business and employment. Survey results highlight financial aid and awareness as top priorities for overcoming barriers to female participation. Despite progress, gender disparities persist due to cultural and policy enforcement gaps. Achieving true equality requires continuous education, strong policy action, and holistic empowerment efforts for sustainable social development.

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