

WOMEN EMPOWERMENT THROUGH RURAL ENTREPRENEURSHIP

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Abstract

The study examines the empowerment of women through Rural entrepreneurship and examines the concept of Rural entrepreneurship. This paper aims to highlight entrepreneurship and provide insight on some instances or cases relating women empowerment .Empowerment in the context of women's development is a way of defining , challenging and overcoming barriers in a women life through which she increase her ability to shape her life and environment. Economic independence is the need of the hour , participation in income generating activities helps in the overall empowerment of women. Thus to examine the empowerment of women though entrepreneurship activities , this particulars research was conducted with the specific objective to examine the empowerment.

NEED OF WOMEN EMPOWERMENT

India is one of the most religiously and ethnically diverse nations in the world. It is also popular for the features like its ancient traditions, societal structure, religious nature, geographical diversity and cultural variety since many years. However it is also famous for male dominant nature. Since from many years, there was no importance of women in the family or society and the behavior towards them was not proper. They were kept away from education and their area is only limited for kitchen works. Though women population was nearly equal to the men population around the world, and hence they are treated as the better half of the Indian society, since from the old times they were kept busy in the kitchen works and kept away from the other works such as politics and most of the other decision making tasks. In other words very less importance was given to the women in the society as compared to the men.

With advance culture, contemporary trends and needs of education, the income source become most important factor where both spouse need to work to meet to ends as well as to satisfy the social and entertainment need of family. The importance of women grown as the time changes and empowerment of women has now become the crucial factor to make the society balanced. Now it is also understood that women are as intelligent as men and can make a house not only beautiful but healthy and wealthy. Women are working now on the same levels and post as the men.

WOMEN – A SYMBOL OF POWER

In the country like India where women are workshop in the form goddess and are admired for power and beauty. There are also people who underestimate the power of women. These peoples don't understand the actual meaning of women power. Women are not a symbol of weakness or hopelessness instead of they are a symbol of strength, power, tolerance, care and selflessness. In modern era women proved her significance in almost all fields including sports, business, and jobs. They proved their capabilities by intelligence, determination and leadership.

Women are excellent in all areas like politics, music, entertainment, science and technology, sports and worked with and without men to achieve great positions in all fields. In other words women have earned a milestone in all sectors where men can work. Women not stop here but they are also setting milestones in the field of business by creating their own business and also created new records for men to achieve. Apart from this they are also taking the care of their family and society also. They have made their own unique identity in the area where they are working and they have achieved the financial independence through the work they are doing. They are also excellent in the regularity, punctuality and performing their duties in whatever the task is given to them. In case of creativity and art men are their works are admirable.

RURAL ENTREPRENEURSHIP – AN EFFECTIVE TOOL

Rural Economy is based mostly on agriculture and agro allied activities. It is observed that whole family is depend on small piece of farm. But there is limited scope for other activities like services and manufacturing due to inadequate finance and knowledge which creates huge unemployment in youth in rural area. Hence migration to urban area is major obstacle in development of rural area. It is necessary to create a situation to reduce migration from rural areas to urban areas. Migration itself is not always desirable, but it should be minimal for employment.

Industrial development in urban area only creates unbalanced development of country. Further the income of the village people is very low as compared to the peoples living in city area.

It is also observed that the income generated through the agriculture field is very low as compared to the other industrial fields land there is huge gap in the agriculture or rural income and the income from the other industrial areas. Thus this introduces a poor economic gain in the rural areas as compared to the urban areas. Due to this there is backwardness in the rural area and they face many economic problems. Hence there is a great requirement of the development of rural economy and this can be done only by introducing the concept of entrepreneurship in the rural areas, which can significantly change the rural economy and make the rural people financially independent. Empowering women in rural area is a great challenge and micro entrepreneurship can meet this challenge as well as can raise per capita income of women.

WOMEN EMPOWERMENT THROUGH RURAL ENTREPRENEURSHIP

Industrial, agricultural and business development in the rural areas leads to the great economic development in the rural areas and this development is known as rural entrepreneurship in which the peoples from the village or rural areas are engaged in setting up their own business and generating the good revenues from their business. There are also many options for women to get the benefits of the economic development through the entrepreneurship and this will lead to the the complete development of the women including the financial and social as well. Determination, dedication and devotion in the entrepreneurship can make the women more powerful in achieving the great success in any field of business. If the women are involved in the entrepreneurship they can definitely increase the self esteem by achieving the new carrier goals and also get the recognition in their field of work. Women can meet their expectations and can stand as a strong pillar for the financial growth and development of the in the family and society. It is also observed that the talent of the women, their entrepreneurial skills and potential and their contribution to the society, economy has remain largely untapped and unrecognized. Women can make use of their time in a efficient and effective way as they are very good in multitasking and dealing with many works simultaneously with the same level of dedication and devotion. Thus, women can achieve the self satisfaction which is the most important and crucial thing for the better performance in any field of work.

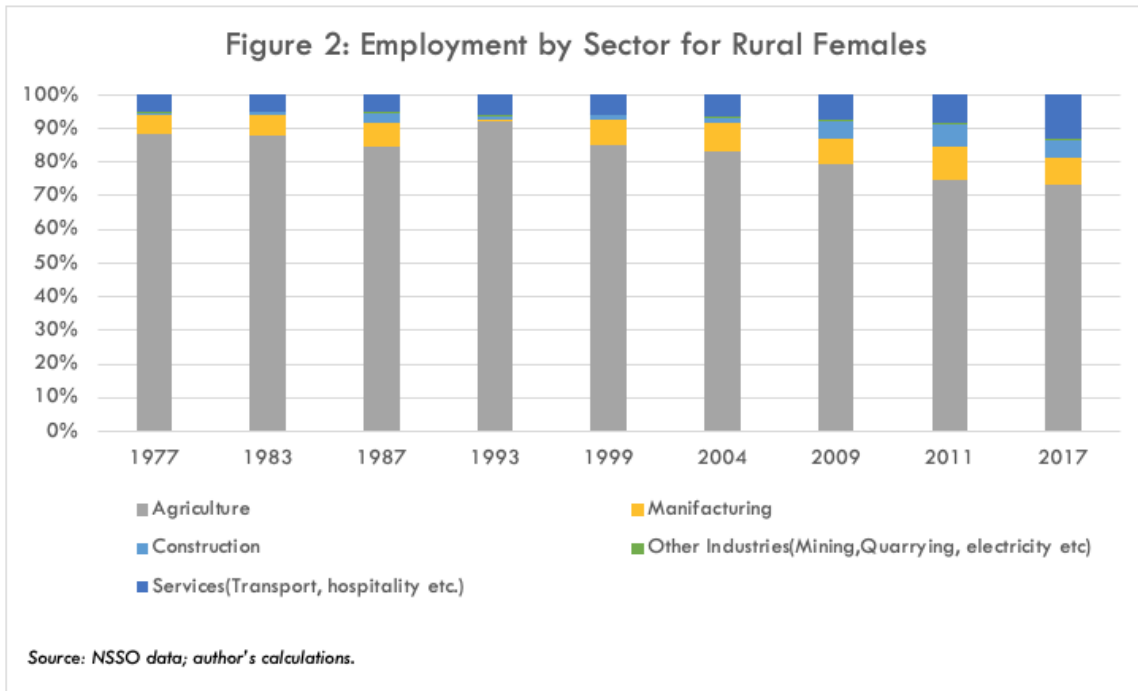
The Complete development of nation and society can be achieved through the women's social and financial development. Though the entrepreneurial potential and managerial skills are largely underestimated rural women are running and increasing their own industry and business and achieving the great financial profit for their family and society. Thus the women empowerment can be greatly raised through the women entrepreneurship. Due to the empowerment of women they gained the self confidence sense of achievement and completeness. In other words they become the self reliant also they can achieve the good position and status in their family and society.

In today's world, women have empowered themselves in the field of social and financial fields with the involvement in setting up their own business, industry and organization. Now in India also the issue of women empowerment is on the top position and governments are also taking the initiatives for the women development and empowerment through entrepreneurship and giving their opportunities in setting up their own business and organization. Women entrepreneurs have to become more discipline and rightly directed for the better performance in their field of their working. The widening of horizon of women empowerment through the entrepreneurship development can be done by providing the more skills, training and education to the women.

The overall development of the country is possible through the financial development of rural women and hence there is a great need of highest level of attention towards the rural women development and empowerment. Thus the rural women employment will definitely creates the new landmarks in the field of economic and social development of the community, society and nation as well. The empowerment of the women in the rural areas will also create the different opportunities for the economic development for both the women as well as men.

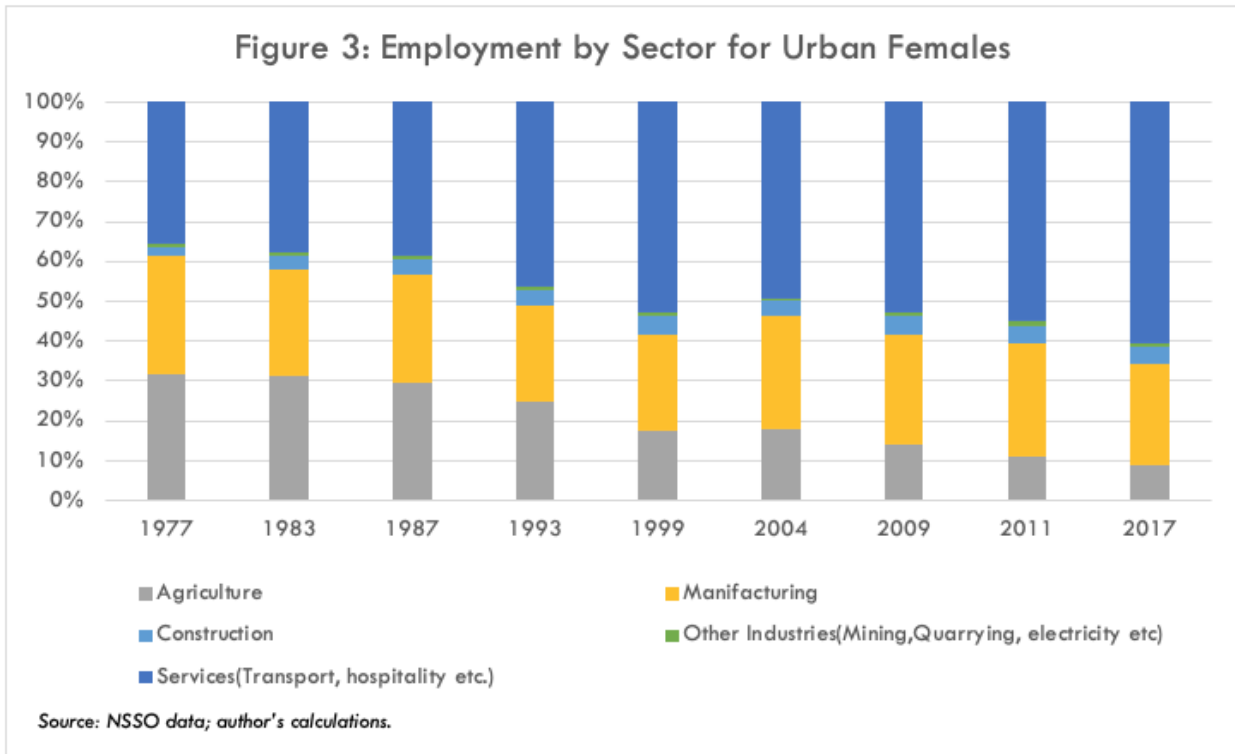
Concentration of rural women and Occupational segregation in case of low growth rate sectors

The complete analysis of the data from NSSO (1970 – 2018) has been done and it shows that the rural women have greatly been undertaking in agricultural and labor related task only while there is very slow improvement in the rural women in the employment sector.



Source : South Asia @ LSE Publication (Oct 2019)

The following chart shows the indolent of the urban women. It is found that the urban women are participating in the secondary sector and their concentration is increasing in the service sectors as they are becoming the professor and also involved in the medial and other areas of work.



Source : South Asia @ LSE Publication (Oct 2019)

ACTIVITIES THAT CAN BE PROMOTED IN RURAL AREA

- A. Garment Manufacturing
- B. Spices Manufacturing
- C. Pickles / Papad
- D. Embroidery
- E. Handicraft Articles
- F. Herbal Powder
- G. Mini Dal Mill
- H. Agarbatti / Candle Mfg

CHALLENGES IN ENTREPRENEURSHIP WOMEN

1. TRADITIONAL MINDSET

The tradition and culture has impact on women to mostly spend their lives in doing the house works only, where the male dominate the outer world. Such kind of mindset and culture keep them afar from achieving their goals of being an entrepreneur.

2. FINANCIAL PROBLEMS

No permission to take or involve in the financial decision making process leads to financial problems. Govt. need to boost up

3. LACK OF ENTREPRENEURIAL TRAINING

Lac of entrepreneurship knowledge and training in regular curriculum and awareness amongst the non farm sector in rural area results in unemployment.

4. LACK OF FACILITY

As the rural areas have no availability of basic facilities there is great issue of facility for the rural entrepreneur.

5. UNABLE TO TAKE RISK

Women From rural area are mostly housewife or few working with very low income as purchasing capacity of people is very less. They are not educated to take risk. They are conservative and can't take risk of big investment.

6. NETWORKING:

Creating network in rural area seems to be difficult.

For women in rural area as they are not trained for business and dealing with customers. Nature of business depend on paying capacity of customers.

7. MALE DOMINATED SOCIETY

Normally in rural areas decision making in family is only men. Though they talk about equality, in reality, the women are not taken in confidence of major decisions.

8. LESS CONFIDENCE ABOUT BUSINESS SUCCESS

Unawareness and lac of knowledge about entrepreneurship can make women low self-confidence. They don't get family support and encouragement to make them to stand on their own feet.

CASE STUDY - A SUCCESS OF RURAL ENTREPREURESHIP

Green Fab Solar Khadi Processing Cluster, Amravati (M.S.)

Kasturba Solar Khadi Mahila Samiti is a women-led organization working in the tribal and rural belt of Amravati district, Maharashtra. We provide sustainable livelihood to nearly 300 village women, by skilling them to operate a Solar Charkha and integrating the backward and forward linkages in the solar-spun yarn and fabric production process. The social enterprise is implemented with the kind support and mentorship of Maharashtra State Khadi and Village Industries Board (MSKVIB). The new concept of khadi developed by women has given thousands of women the opportunity to get sustainable employment and become financially self-sufficient. The Green Fab Solar Khadi Processing Cluster project based on the concept of Cotton to Textile has been set up at MIDC, Amravati with the help of various government agencies like KVIB and District Industries Center under the **Maharashtra State Industrial Cluster Development Program of Directorate of Industries.**



Traditional khadi garments are said to be lagging behind in the current era of branded garments. but in reality women power has taken a huge leap by fighting the flow competently. Solar Khadi Processing is the only project in the entire country. Women in rural areas of the district have shown what women power can do.

The movement of making khadi garments from the cotton of the local farmers in the district to did not took place in a day or two. Initially, the Khadi Village Industries Board implemented the concept of **solar charkhas** in rural areas for the propagation of khadi. It provided employment opportunities to women. As this initiative started getting good response, it was decided to reach the next stage. But there were many obstacles. Despite this, the women decided not to back down and through the Kasturba Khadi Women's Committee, 246 women from the rural areas of the district

came together and took the movement forward. Instead of handing over the yarn made by the women of the district to others, it was decided to process it and make cloth and garments from it.



As it was necessary to set up a competent system, Green Fab Solar Khadi Processing Cluster Pvt. Ltd. was set up in MIDC area of Amravati. A common facility center has been set up here under the scheme of the state government in which all the machinery required from cotton to textile manufacturing has been set up. Sliver Plant, Weaving, Fabric Dyeing, Bleaching, Block Printing, RND Lab ,Testing centre, Skill Manpower Training Centre facilities have been made available. With the setting up of these centers, the chain from cotton to fashion garments has been developed. What is special is that such a decentralized center is only at Amravati district in India. Decentralization has provided employment to hundreds of people in small investment. The cluster produces fashionable garments from khadi fabrics with the help of designers as well as handkerchiefs from children's clothing.

Yarn production through solar spinning wheel

Through Maharashtra State Board of Khadi and Village Industries, Amravati, 246 solar charkhas have been distributed in 21 centers in Amravati and Dharani talukas of Amravati district.

Since solar spinning wheels run on renewable energy, electricity is saved and solar spinning wheels allow women to produce more yarn with less labor and also produce better quality yarn on this spinning wheel. What is special is that all these projects are being done through women.

Production of Organic Khadi from the project

About a hundred of farmers in the district have been connected to the project. All these farmers grow organic cotton, from which cotton is bought and from which organic khadi cloth is made.

What is special about this fabric is that it is given a natural color from flowers, fruits etc. So no chemicals are used in this fabric. A system has also been set up to recycle the water wasted after dyeing the fabric. Therefore, care is also taken to maintain the balance of the environment.

This project has created a distinct identity of Amravati district at the global level and in future this project will create a lot of employment opportunities for women and thereby help women in the district to become financially capable.

CONCLUSION

- Empowerment of women is responsibility of any government, that could be achieved with people participation with strategic planning. Rural entrepreneurship has become a major opportunity for people resident of the rural areas. It is an effective instrument of social and economical development to generate employment and to earn the money.
- The proper education and access to resources with technical and conceptual skill is making easy for starters to initiate. Launching of new schemes by govt. is essential in this regard to get adequate knowledge.
- Establishing Rural Research and training Institutes in rural areas may lead to stop migration of labor force to urban areas and Entrepreneurs may develop a business plan in accordance with opportunity available. As such the study of rural entrepreneurship becomes more vital in the present context.
- Income generation through Value addition of local resources like agro products should promoted to avoid the middle trading sources

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