

The Empowerment of Entrepreneurial women

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ABSTRACT

Empowerment of women has emerged as an important issue in recent times. The economic empowerment of women is being regarded these days as a Sine-quo-non of progress for a country; hence, the issue of economic empowerment of women is of paramount importance to political thinkers, socio- scientists and reformers. The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The number of women entrepreneurs has grown over a period of time, especially in the 1990s.

Women empowerment in India is the most effective tool for the development and dependent up to great extent that encompass geographical settings in urban and rural areas. Women empowerment is gradually growing at the state, panchayat and national levels. In India is limited to granting balanced rights to women. Women have been residing under the shake less of enslavement for centuries now that impedes them from attaining professional as well as personal highs. Women should empower themselves by becoming to be aware of their oppression and confiscating chances to bring a shift in their status. Women need to empower themselves by bringing a major change in their attitude. Without women empowerment in India, you won't be able to determine and understand the intelligence of women. This article deals with the empowerment of women through entrepreneurship and its advantages among the women.

Keywords: Empowerment, Entrepreneurship, Sine-quo-non, Economic, geographical settings.

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Women's entrepreneurship needs to be studied for two main reasons. The first reason is that women's entrepreneurship has been recognized during the last decade as an important untapped source of economic 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. Not only women have lower participation rates in entrepreneurship than men but they also generally choose to start and manage firms in different industries than men tend to do. The growth of modernization processes such as industrialization, technical change; Entrepreneurship on small scale is the only solution to the problems of unemployment and proper utilization of both human and non-human resources and improving the living condition of the poor masses.

The micro finance is agenda for empowering poor women. Micro enterprises are an integral part of planned strategy for securing balanced development of the economy of the poor women. Rural women's participation in agro-based activities is much more than what statistics reveal. This is mainly due to the fact that most of the work done by the women at farm and home is disguised as daily chores. Mechanization and easy availability of labor provide more time to energetic women to engage themselves in self-employment or entrepreneurship ventures. Rural women are having human and non-human resources to take up an enterprise need one an innovative mind and motivation. Entrepreneurship is the only solution to the growing employment among rural youth. It helps to generate employment for number of people within their own social system. This is more beneficial for women in rural areas as it enables them to add to the family income while taking care of their own home and livestock centered task. Rural women possess abundant resources to take up enterprises.

Entrepreneurship development among rural women helps to enhance their personal capabilities and increase decision-making status in the family and society as a whole. Women comprise half of human resources they have been identified as key agents of sustainable development and women's equality is as central to more holistic approach towards stabilizing new patterns and process of development that are sustainable. The contribution of women and their role in the family as well as in the economic development and social transformation are pivotal. The role of micro-credit is to improve the socio and economic development of women and improve the status of women the household and communities. The micro entrepreneurs are strengthening the women empowerment and remove the gender inequalities.

Nowadays economic development is one of the factors that have changed the entire scenario of social cultural environment within the country especially for the women. The rural women are engaged in small-scale entrepreneurship programme with the help of Self Help Groups. Through that they were economically empowered and attaining status in family and community.

Rural women play a vital role in farm and home system. She contributes substantially in the physical aspect of farming, livestock management, post harvest and allied activities. Her direct and indirect contribution at the farm and home level along with livestock management has not only help to save their assets but also led to increase the family income. She performs various farm, livestock, post harvest and allied activities and possesses skills and indigenous knowledge in these areas. The women are empowering themselves technically to cope with the changing times and productively using their free time and existing skills for setting and sustaining enterprises. They were engaged in starting individual or collective income generation programme with the help of self-help group. This will not only generate income for them but also improves the decision making capabilities that led to overall empowerment.

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 but also generate employment to develop economic independence, personal and social capabilities, which were developed as result of taking up enterprise among rural women.

- Economic empowerment
- Improved standard of living
- Self confidence
- Enhance awareness
- Sense of achievement
- Increased social interaction
- Engaged in political activities
- Increased participation level in Grama Sabha meeting
- Improvement in leadership qualities
- Involvement in solving problems related to women and community
- Decision making capacity in family and community

Economic empowerment of women by micro entrepreneurship led to empowerment of women in many things such as socio-economic opportunity, property rights, political representation, social equality, personal rights, family development, market development, community development and at last the nation development.

Women's entrepreneurship is both about women's position in society and about the role of entrepreneurship in the same society. Women entrepreneurs faces many obstacles specifically in market their product (including family responsibilities) that have to overcome in order to give them access to the same opportunities as men. In addition, in some countries women may experience obstacles with respect to holding property and entering contracts. Increased participation of women in the labor force is a prerequisite for improving the position of women in society and self- employed women. Particularly the entry of rural women in micro enterprises will be encouraged and aggravated. Rural women can do wonders by their effectual and competent involvement in entrepreneurial activities.

The rural women are having basic indigenous knowledge, skill, potential and resources to establish and manage enterprise. Now, what is the need is knowledge regarding accessibility to loans, various funding agencies procedure regarding certification, awareness on government welfare programmes, motivation, technical skill and support from family, government and other organization. Moreover, formation and strengthening of rural women entrepreneurs' network must be encouraged. Women entrepreneur networks are major sources of knowledge about women's entrepreneurship and they are increasingly recognized as a valuable tool for its development and promotion. This network helps to give lectures, printed material imparting first hand technical knowledge in production, processing, procurement, management and marketing among the other women. This will motivate the other rural women to engage in micro entrepreneurship with the right assistance and they can strengthen their capacities besides adding to the family and national productivity.

Women empowerment is the most effective tool for every nation. The great calamity of Covid-19 Pandemic, women are the amazing figures of who are taking over the responsibility and marching ahead against the Covid-19. The empowerment of women can when the desired missions in eradicating the plight of the women in our nation.

The power embarked on women sharing from Socio-economic and fifty percent of the country's population. But most our nation villages women are still denied fundamental education and never authorized to continue their higher education. Living in male chauvinism society, women play a vital role such as caring mothers, loving daughters and worthwhile colleagues. There is no doubt that women are the backbone of the society.

Women have been residing under the shackles of enslavement for centuries. Now that impedes them from attaining professional as well as personal highs. Women empowerment is valuable for the development and advancement of the family, community as well as the nation. They should fight back to rebuild their prominent position in the society. Women empowerment in India is one of the principal terms for society's overall development. Women are playing numerous roles in meadows such as medical, engineering, entrepreneur and so on.

The women empowerment is increasing uniformly in the society. Women must possess self-worth, confidence and freedom to choose their needs and requirements. Empowering women is the fundamental right of women. They can have equal rights to participate in education, society, economics and politics. This article shows the crystal clear about the importance of women empowerment. Everyone should honor for women for their worthwhile and dedicative service in all the fields. Our target on the empowerment is every single girl children should be a competent soul in the society.

Shankar Chatterjee, Professor, Senior citizen retired from NIRDPR (an organization of Govt. of India), Hyderabad. He wrote an article and it has been published in 'The Times of India' about two BSF women police constables in Punjab has shot down a big drone near Pakistan border. This great news proves that our women have the courage and power and also if they get chance they can prove their dynamism. The women constables Madam Preethi and Madam Bhagyashree are appreciated and congratulated for their valour and courage. Professor Shankar suggested our union and State governments to recruit more women in military, armed forces, Police and such other in powerful departments.

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