

A Critical Analysis Of Government Schemes And Its Impact On Women Entrepreneurship In India

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ABSTRACT –

This paper is an attempt to draw the relation of a women entrepreneurship in context of the women empowerment. The last two decades has seen the flood of woman entrepreneurs in global scenario and they are being presented as a sign of women empowerment but this is like a needle in a haystack. It's true that women are getting highest positions in multinational companies but we cannot afford it as a women empowerment. The purpose of this study is to find out relationship between rural women entrepreneurship as a root cause of women empowerment. This study deals with the problem of hypocritical view against the woman in each field, may it sport, politics, media, entertainment, education and others. The biased view of society is creating the obstacle in the way of women empowerment. The study is purely based on the secondary data. This study brings forth the findings which prove that only education could not be the solution of women empowerment, but to make them self-dependent it is necessary that they should learn the skills which will help them to earn for their livelihood and also it will enhance their quality of life. This study gives various instances to prove the same. There are women who are not educated but still are the smartest entrepreneurs. The study concludes with the special reference to India that if the rural women of India become self-dependent through entrepreneurship the actual women empowerment will begin.

1.Introduction

The empowerment is the process of giving power to someone who is powerless so as women empowerment is the process which gives the power to women who are deprived by society from education, decision making and liberty. There are so many ways of women empowerment but the best way to make them powerful is by making them economically independent. When we talk about economic freedom of women in India, first we need to support women to create skills in them and then make them to earn money. Entrepreneurship is an activity of making people self-

dependent by starting their own businesses, hence women entrepreneurship is the best way of creating empowered women. Since the level of education and awareness in urban women is more than women living in rural area we need to create entrepreneurship in rural women of India and there are so many instances where rural women has changed the face of whole society where they got a chance like AMUL in Gujarat, Shri Mahila Graha Udyog in Mumbai etc.

Women Entrepreneurship

Women Entrepreneurship deals with that section of the female population who ventures into industrial activities i.e., manufacturing, assembling, job works, repairs, servicing and other businesses. Women entrepreneurs may be defined as the women or a group of women who initiate, organize, and operate a business enterprise. Women are expected to innovate, imitate, or adopt an economic activity to be called women entrepreneurs.

The government of India has treated women entrepreneurs of a different criteria level of women participation in equity and employment position of the enterprise. As such “women entrepreneurs is defined as an enterprise owned and controlled by a woman having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women.”

2. Review of Literature

When previously powerless people are given more say over decision-making processes and access to resources and ideas, this is called empowerment. Concepts like independence, control, prestige, and agency have been linked to it. The Indian constitution makes it abundantly clear that women are guaranteed equality and that rules and regulations must be enacted to protect this right. Feminist scholars in the 1970s, however, saw challenging patriarchy as a means to fight for women's rights and equality by taking a radical approach to changing power dynamics. It began as a movement in the 1980s (Batliwala, 1993, 2007) and a personal journey toward change in the 1990s (Batliwala, 1993; Kabeer, 1994; Rowlands, 1997; Sen, 1997). They bring to light the interconnectedness of women's access to and control over material resources (Sen, 1997), women's ability to understand

and express themselves as unique individuals (Kabeer, 1994), and women's ability to understand and express themselves as unique individuals (Sen, 1997).

The decade of the 1990s may be seen as a pivotal time for women's empowerment around the world. Many international conferences during this time period focused on seizing this moment. Gender inequality, violence against women, and the right to choose one's own sexual orientation were all brought to the forefront. Goal three of the United Nations' eight Millennium Development Goals (MDG) from 2000 aimed to achieve gender equality and women's empowerment by 2015. The term "women's empowerment" refers to a shift in social norms that gives women more opportunities to achieve personal and professional success. It manifests itself in outward characteristics (such as health, mobility, education and awareness, social standing within the family, and political voice) and inward characteristics (such as honesty, integrity, and motivation) (self-awareness and self-confidence) Growth and Change in South Asian Societies (2000) (Mathew, 2003). The United Nations Entity for Gender Equality and the Empowerment of Women (UNIFEM) was formerly known as the United Nations Development Fund for Women.

Moser (1993) examined the connections between gender and development, the creation of gender policy, and the actualization of gender planning and practises. Shields's (1995) research provided a theoretical and methodological framework for examining women's experiences of empowerment in order to better understand and expand upon the concept of empowerment as a whole. Attempts to create a measurement of gender inequality were made by Anand and Sen (1995). The methodology of building, composing, and determining GEM was the primary focus of Pillarisetti and Gillivray's (1998) work.

The GDI and GEM are two gender-related indicators used by the United Nations Development Programme (UNDP). Bardhan and Klassen (1999) analysed these two measures critically, arguing that they have significant conceptual and empirical flaws and proposing a number of changes, including a recalculation of the GDI's earned income component. UNDP took their advice and has been quietly changing the way the GDI is calculated each year since 1999 without letting anyone know (Bardhan and Klasen, 2000).

3. Objective

1. To study the number of schemes provided by all the state governments for the women empowerment.
2. To analyze the schemes only related to the rural women entrepreneurship.
3. To study the challenges of the rural women entrepreneurship in India.
4. To provide the suggestions to increase the women entrepreneurship in India.

4. Research Methodology

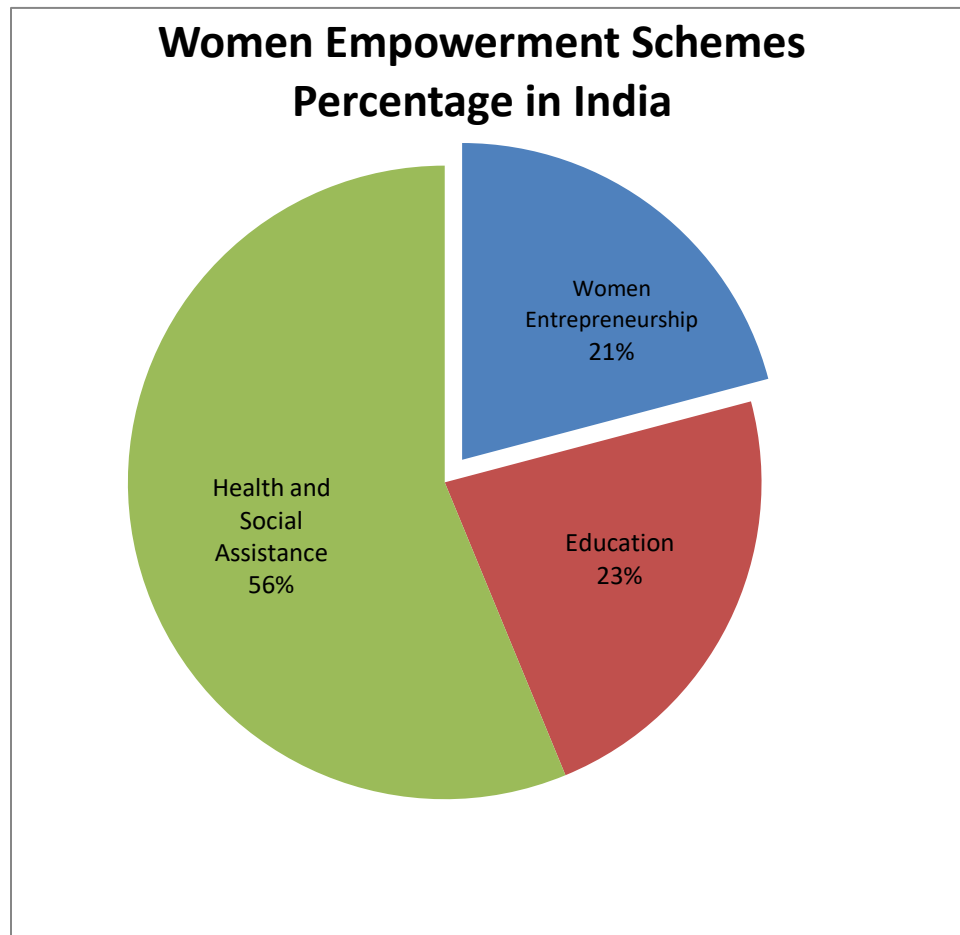
This research paper is basically descriptive and analytical in nature and it is totally based on the secondary data analysis of women empowerment schemes of different states of India through their official websites.

5. Data Analysis

Table of Women Empowerment Schemes in Different States of India

| S.N | State | Women Entrepreneurship | Education | Health and Social Assistance | Total |
|-----|-------------------|------------------------|-----------|------------------------------|-------|
| 1 | Andhra Pradesh | 2 | 1 | 6 | 9 |
| 2 | Arunachal Pradesh | 0 | 0 | 2 | 2 |
| 3 | Assam | 0 | 1 | 2 | 3 |
| 4 | Bihar | 0 | 1 | 8 | 9 |
| 5 | Chhattisgarh | 0 | 1 | 1 | 2 |
| 6 | Goa | 3 | 1 | 6 | 10 |
| 7 | Gujarat | 4 | 6 | 10 | 20 |
| 8 | Haryana | 4 | 5 | 10 | 19 |
| 9 | Himachal Pradesh | 2 | 3 | 9 | 14 |

| | | | | | |
|-------|-----------------|----|----|-----|-----|
| 10 | Jammu & Kashmir | 4 | 1 | 1 | 6 |
| 11 | Jharkhand | 0 | 0 | 2 | 2 |
| 12 | Karnataka | 8 | 1 | 2 | 11 |
| 13 | Kerala | 0 | 1 | 5 | 6 |
| 14 | Madhya Pradesh | 0 | 6 | 3 | 9 |
| 15 | Maharashtra | 0 | 5 | 9 | 14 |
| 16 | Manipur | 3 | 0 | 4 | 7 |
| 17 | Meghalaya | 1 | 0 | 3 | 4 |
| 18 | Mizoram | 3 | 0 | 6 | 9 |
| 19 | Nagaland | 0 | 1 | 1 | 2 |
| 20 | Orissa | 2 | 2 | 6 | 10 |
| 21 | Punjab | 1 | 2 | 4 | 7 |
| 22 | Rajasthan | 4 | 4 | 9 | 17 |
| 23 | Sikkim | 1 | 1 | 1 | 3 |
| 24 | Tamil Nadu | 2 | 1 | 6 | 9 |
| 25 | Telangana | 0 | 3 | 1 | 4 |
| 26 | Tripura | 1 | 2 | 4 | 7 |
| 27 | Uttar Pradesh | 2 | 2 | 9 | 13 |
| 28 | Uttarakhand | 2 | 4 | 8 | 14 |
| 29 | West Bengal | 3 | 2 | 2 | 7 |
| Total | | 52 | 57 | 140 | 249 |



5.1 Challenges of the women entrepreneurship

1. State governments are concentrating on schemes which are more attractive to mass.
2. Lack of family and social support to women.
3. Dependency of the Indian government on Women Self Help Groups in India.
4. The improper dissemination of schemes related information.
5. Lack of private sector participations in field of women skill development programs.

5.2 Suggestions

1. The Establishment of the women skill development centers should be mandatory for each private company having a turnover of more than 10 billion under CSR.

2. Women entrepreneurship schemes should concentrate not only on illiterate women but also for every woman of the society.
3. Family awareness program should be started so that working class women can get support from their family.
4. Schemes related to the women entrepreneurship need to be disseminated through different popular tools of communication like Radio, T.V. Internet and Newspapers.
5. There should be separate cells for women entrepreneurship under women and child welfare department of state government.

5.3 Findings

After the study of all these schemes it is found that the government is still concern about safety, rehabilitation of women, sanitation, health and education of women but we are neglecting the foremost need of economic development of women in India. During the research it is found that there is total 249 schemes for women empowerment which are running in all the states and most of the schemes are funded by the central government. Only 21% of the schemes are dedicated for women entrepreneurship. In India when we talk about women empowerment actually, we are thinking about the basic needs of women which are the rights of women. We are still filling the gaps by providing them the things which actually they should have always. We are not empowering them we are just giving them back what deprived by the society in the past.

6. Conclusion

In the 21st century if we want to develop our nation, we need to empower our women population economically. For that it has to accelerate its women force which is almost 30% of Indian population. There are women between the age groups of 15 to 64 which is in a large number and if these numbers of women start earning and empowered economically, it will be the center of power for the world. Today's India can be divided in two parts, first is the new age India where girls are getting proper care, education safety and freedom and the second is the ancient India, where the woman is still behind the curtain and bound to restrictions.

Only government's intrusion cannot make a big difference in women's life it is the citizens of India like us who can bring changes in our surroundings, changing perceptions and attitude of people towards the women. This study gives the idea of where the changes are required in the strategy of the women development.

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