

## ECONOMIC EMPOWERMENT OF WOMEN INVOLVED IN DIFFERENT ENTERPRISES

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### ABSTRACT

This study was undertaken with a view to ascertain "Economic Empowerment of Women Involved in Different Enterprises" as a result of different enterprises run by women entrepreneurs. The study was conducted on four market area of Allahabad district i.e in "Civil-lines, Katra, Naini and Chawk" on the basis on 3 main objectives. First one is to determine the socio- economic profile of women entrepreneurs of selected area of Allahabad district, second one is to find out the type of enterprises run by women entrepreneurs, and last to find out the role of entrepreneurship on the economic empowerment of women. Twenty five women entrepreneurs from each market area were selected by random sampling techniques from each market area and total number of 100 women entrepreneurs who were approached personally by the investigator for collection of relevant data and facts by the use of a structured interview schedule and chi-square ( $\chi^2$ ). The findings revealed that various enterprises like Boutique, Parlour, Handicraft shop and Jewellery shops were run by women entrepreneurs. The women started to work when they realized the need to be economically independents and they felt necessary to support their family. Women entrepreneurship played an important role in motivating women to make decision and actively solve their problem, but women entrepreneurs faced some problems like lack of finances, information, low self-confidence and combining family and work life but they were enjoy their own profit and women respondents were satisfied with their entrepreneurial achievement.

**Key words-** Women Entrepreneurs, Economic Empowerment.

### INTRODUCTION

Empowering women socio economically by increasing awareness about their rights and duties as well as access to resources is a decisive step towards greater security for them. All possible steps should be taken to strengthen them to achieve their economic, social, cultural and political growth and welfare (Anupama, 2007).

Although women constitute nearly half of the world's population, they are the largest group excluded from the benefits of social and economic development. Women constitute a strong labour force which needs to be mobilized and encouraged. In India, the work participation rate of women is less than half that of men. Despite efforts made towards economic empowerment of women, a majority of the active female population continues to be confined to micro, small-scale enterprises and the informal sector. Special attention needs to be given to increase employment opportunities and productive resources for women through special financial intermediaries, building women's competitiveness, and increasing economic exchanges among women entrepreneurs. (Ganeshmurthy, 2008). Women's empowerment have, from the outset, encompassed the economic dimension, this dimension has become increasingly visible within the international policy discourse in recent years. The Beijing Platform for Action spoke of the need to promote women's economic independence, including employment, and ensuring equal access for all women to productive resources, opportunities and public services. The Millennium Development Goals on gender equality and women's empowerment adopted an increase in women's share of non-agricultural employment as one of its indicators of women's empowerment. 'Full and productive employment and decent work for all, including for women and

young people' were later added as a target in relation to the overarching MDG on having extreme poverty. While neither of these documents attempted to define women's economic empowerment, their formulation paved the way for a greater equation between women's economic empowerment and their access to productive resources, including paid work (Kabeer, 2012).

### 2-METHOD AND MATERIALS

#### 2.1 SELECTION OF THE LOCALE

Allahabad city of Uttar Pradesh was selected purposively for the present study because of easy accessibility and convenience of the researcher for collection of authentic data.

#### 2.2 SAMPLING PROCEDURE

**Research design:** Descriptive research design was adopted for the study.

**Selection of area:** Four marketing areas from Allahabad city was selected purposively Chawk, Naini, Katra and civil-lines purposively selected for the present study.

**Selection of sample:** One Hundred women respondents were selected purposively from the selected areas proportionately for the present study. From each market area, 25 respondents were collected for authentic collection of data.

#### 2.3 TOOLS FOR DATA COLLECTION

For data collection, pre-structured interview schedule was used keeping in view the objectives of the study. The schedule consisted of two parts, PART I was devoted for collection of information about the socio-economic status of women involved in different enterprises which included respondent's name, age, educational status, caste, religion, marital status, types of family,

size of family and occupation, monthly income of family, material possession of the women. PART II was designed to identify the types of enterprises they had started and to collect the information about the economic empowerment of women and its effect on the women's entrepreneurship.

## 2.4 COLLECTION OF DATA :

Personal interview technique was used to collect the data. The respondents were interviewed at their homes and shops due to the researcher's conveniences and to get reliable data.

## 3. RESULTS AND DISCUSSION

This section deals with the result of the objectives which were set for the study. The result of the present study derived through the use of required methodology have been classified, tabulated and discussed.

### 3.1 : Distribution of respondents according to the type of enterprises

S. No	Type of Enterprises	Frequency	Percentage
1.	Parlour	36	36.00
2.	Boutique	11	11.00
3.	Handicraft Shop	3	03.00
4.	Tailoring Shop	48	48.00
5.	Jewellery shop	2	02.00

It is observed from the *table 3.1* that the respondents taken were all self employed from them 48 per cent did tailoring, 36 per cent respondents had parlours, 11 per cent of respondents had boutiques, 3 per cents respondents had handicraft shops and 2 per cent of respondents had jewellery shop. Similar findings were also reported by **Sharma et.al (2011)** that now Indian women entrepreneurs are showing their presence in new areas like herbal marketing, food processing, farming, handicraft, readymade garments, dairying, etc. Empowerment in the context of women's development is a way of defining, challenging and overcoming barriers in a woman's life through which she increases her ability to shape her life and environment. It is an active, multidimensional process, which should enable women to realize their full identity and power in all spheres of life. India envisions a future in which Indian women are independent and self-reliant. It is unfortunate that because of centuries of inertia, ignorance and conservatism, the actual and potential role of women in the society has been ignored, preventing them from making their rightful contribution to social progress. It is also because of distorted and/or partial information about their contribution to family and society that they are denied their rightful status and access to developmental resources and services contributing to their marginalization.

It is indicated from the *table 3.2* that 54 per cent of respondents had taken bank loan for starting their enterprise and 34 per cent respondents had started the enterprise with their own family

### 3.4 : Distribution of respondents according to the monthly profit earned from their enterprises:

(N=100)

S. No.	Profit/ month in Rs. Total Sale-Expenditure= Profit	Profit	Frequency	Percentage
1.	10,000-7-8000=2000-3000	2000-3000	9	9.00
2.	18000-13000=4000-5000	4000-5000	69	69.00
3.	24000-17000=5000-7000	5000-7000	16	16.00
4.	60000-40-50=10000-20000	10,000-20,000	6	06.00

### 3.2 : Distribution of respondents according to the financing for their enterprises.

(N=100)

S. No	Enterprise Funding	Frequency	Percentage
1.	Bank Loan	54	54.00
2.	Family's Support	34	34.00
3.	Saving	12	12.00
4.	Relatives	-	-

### 3.3 : Distribution of respondents according to market availability of their products.

(N=100)

S. No	Area of Market	Frequency	Percentage
1.	Local level (Allahabad only)	97	97.00
2.	City level (Out of Allahabad)	3	3.00

support and 12 per cent of respondents started their enterprise with their own savings money.

It is indicated from *table 3.3* a large majority of 97 per cent respondents marketed their products at the local level, whereas 3 per cent of the respondents sold their products in Allahabad as well as out of Allahabad.

It is observed from the *table 3.4* that a maximum of the respondents that is 69 per cent had profits from enterprise to the context of Rupees four thousands to five thousands followed by 16 per cent respondents having a profit range between five thousand to six thousand, 16 per cent respondents had a range between two thousand to three thousand and 6 per cent respondents earned a profit between Rs. ten to twenty thousand in a month.

### 3.5 : Distribution of respondents according to the entrepreneurial achievement

(N=100)

S No	Achievements	Frequency	Percentage
1.	Additional income	54	54.00
2.	Economic security	46	46.00
3.	Face the challenge	22	22.00
4.	Enjoyment of profit	20	20.00
5.	Self confidence	13	13.00
6.	Social status	32	32.00

\*Multiple response

It is observed from the *table 3.5* a majority of respondents were satisfied fully with their entrepreneurial achievement activities and 54 per cent respondents said that it is their additional income and also provides self confidence, 32 percent said that it improves the social status of women entrepreneurs, 46 per cent respondents said that they were enjoy their own profit Maximum number of respondents were satisfied with their

entrepreneurial achievement. Similar findings were also reported by **Sharma et.al (2012)** that the micro enterprise is not only enhancing national productivity; generate employment but also helping to develop economic independence, personal and social capabilities among women. Following are some of the personal and social capabilities, which were developed as result of taking up enterprise among women entrepreneurs like; Economic freedom, Improved standard of living, Self confidence, Enhance awareness, Increased social interaction, Increased participation in social meetings, Development in leadership qualities, Involvement in solving problems related to women and community, Decision making capacity in family and community.

## **CONCLUSION**

It is concluded from the study that the women's entrepreneurial activities are not only a means for economic survival but also, empower them economically and enable them to contribute more to overall development. The respondents were involved in enterprises like working at parlor, Boutique, Handicraft and Tailoring shops. There was a positive increase in income after becoming entrepreneurs being an empowering process, developing entrepreneurship among women being into the main stream and thus leads to economic development. The majority of the respondents agreed that entrepreneurship which provide them self confidence, economic security and social status.

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