

Perception of Society towards Women Empowerment

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Abstract: *Since the Vedic age, women have faced numerous injustices, such as gender discrimination, less freedom, etc. The society's comment on women was extremely harsh, inappropriate, and implied that women are less talented and weaker than males. However, the evolving social, legal, and economic environment provides women with the right to education, the right to mobility, and other rights that guarantee female equality. Today, women are gaining equal rights and using them to prove themselves or build their image. Changing developments make women more effective in every aspect, such as the financial industry and leadership. This research examines the changing social behaviour of women and the performance of women in the development of various sectors.*

Keywords: Women's empowerment, women's performance, gender, perception of society

I. INTRODUCTION

Women's advancement is essential for national progress. Government and non-government groups focus on education, employment, and entrepreneurship, which are fundamental aspects for the advancement of women's social position. In the past, women endured social pressure and discrimination in order to survive. In developing countries or in a developing state, a male-dominated society imposes limited living restrictions on women, and their perceptions of women as weak and incompetent damage their image. However, the shifting social norms urge women to demonstrate their image and potential. Today, education is the best support they have for advancing and combating these ills. Employment prospects are a ladder to the top ceiling and a quest to achieve success. Through education, women gain self-assurance, expanded options, participation in decision-making, and more access to and control over resources. Educating women is crucial for economic growth and development as it creates a competitive or advantageous environment. In the past, women faced discrimination at their workplaces due to low pay and limited employment choices. However, their current educational level enables them to construct a new image in society that is radically different from that of the past. These circumstances reduce the woman's motivation to assume a professional character. There are also cultural impediments preventing girls from attaining a higher education.

The process of women's empowerment refers to societal transformations that raise awareness of their development. Some elements influencing the growth of women:

- a) A low rate of literacy and a high level of schooling.
- b) Excellent health conditions
- d) Age limit for marriage.
- d) Female participation in the corporate sector.
- g) Monetary and non-monetary assistance for self-employment.
- f) Greater political influence.
- g) Information regarding their rights.
- h) Women's independence, self-respect, and dignity.

II. REVIEW OF LITERATURE

Erika Zoeller Vêras (2015) has conducted research on female entrepreneurship, women's enterprise development, and the possibilities for creating shared value. Enterprise growth may contribute significantly to women's empowerment and gender equality, and it plays a crucial part in gender strategy. Therefore, it is crucial to comprehend these themes collectively. However, there is a dearth of study on the integration of the notions. Despite the fact that women are

making significant strides in entrepreneurship, compared to men, they lack access to capital, training, and legal protections. Hence, the framework was created. In addition, they have limited access to economic prospects.

D. Kumuda (2014) has investigated the fact that India's diversity and rich heritage have a negative side. If women are worshipped as the Goddess, there has also been "sati." A silent witness, downtrodden women have fallen a great distance. Despite the escalation of the problem, certain factors (such as the cost of education and sexual harassment) are typically intimidating. Many women have overcome obstacles, and we will continue to see many more. Instructing women would benefit the community. And with this women's empowerment holiday, our nation can realise its ideal. The desire to restore its former splendour. To become the "golden peacock" once more.

Pankaj Kumar (2014) offers evaluated with respect to Women's empowerment is essential for increasing women's access to resources and ability to make deliberate life decisions. However, Indian society have gained a reputation for being risky for women. In reality, the higher rate of atrocities against women is an indication of the coercion in our society and demonstrates that we are a subjugated culture. Clearly, safety is an outmoded term in contemporary Asia. In Asia, women are traditionally devalued whereas men are typically normatively reified. Asia was placed 114th out of 134 foreign locations by the World Economic Forum's Global Gender Gap Report for inequality between men and women in the economy, government policies, health, and education. In terms of comparable economic possibilities and women's engagement in the workforce, India ranked 127th and 122nd, respectively. The employment rate of women in rural and urban areas is significantly lower than that of men, particularly in metropolitan areas. On top of education, the female literacy rate (only half of women are typically literate) continues to lag behind the male literacy rate (three fourth with the male inhabitants are literates).

According to Manav Aggarwal (2014), women's education is the most effective weapon for gaining power in society. It aids in reducing inequality and serves as a means of enhancing their standing within the family. As you are aware, training is necessary for everyone; nevertheless, in this male-dominated society, women's training has been neglected for an extended period. In addition to ensuring that women have the same status, opportunity, and social, economic, and legal rights as adult males, and that they have the right to health insurance and protection from gender-based violence, the human condition will be improved by empowering women. This study investigates the importance of education in women's empowerment and the state of women's training in Asia. It demonstrates that education is the most important aspect of every woman's life.

Eswaraiah (2014) revealed that women's empowerment has attracted the interest of Government and non-government agencies, social scientists, social activists, academics, and researchers worldwide, particularly in emerging nations such as Asia. In order to alleviate the sufferings of Indian women, the government periodically conceives and implements several projects and programmes. Self-help class programme is one of these systems that focuses largely on the development of the individual as well as group effectiveness and the cutting edge of societal development. This study provides an empirical examination of women's empowerment through self-help organisations in the disaster-prone Ananthapuramu region of Andhra Pradesh. The findings of the study indicate that SHGs have had a good impact on women's empowerment, particularly in the areas of social standing, economic empowerment, and decision-making on a variety of family matters.

According to Rupali Sharma (2014), India has the second-largest population on the earth. There are around 49 percent women in the total population. Nonetheless, if we compare the current status of Indian women to that of women in other nations, we can see that the situation is far from satisfactory. In general, Indian women faced numerous obstacles to success, including illiteracy, domestic violence, lack of drive and support, and many others. India is typically a country in which men predominate in society. It is crucial for the country's harmonic development that men and women go hand in hand and shoulder to shoulder. And in terms of empowering women, higher education will play a crucial role.

According to Manisha Raj (2014), native Indian women make up about half of the Indian population and contribute directly and indirectly to the nation's economic metrics. Since ancient times, practically all of their financial contributions have not been accounted for, and their lowly suppliers have been neglected. It is time to recognise the role of women in the development of an economy and to take the necessary steps to integrate rural uneducated women in the development process alongside urban uneducated and educated women. Generally, it is recognised that females are more involved in small-scale commercial activities as internet marketers; nevertheless, a shift has lately been observed, and they're going toward IT/ITES, Apparel/accessories, and Food & Beverages. In the past, women employees were

primarily found in the agricultural market, but now they are making great strides in the service sector as well. The government has established a number of sachems to enhance the role and status of women.

Stephanie Cornwall (2014) this publication draws on the findings of a multi-country study programme, 'Pathways of Women's Empowerment,' in order to explore pathways of positive change in women's lives, in a variety of circumstances, and to provide policy and practise recommendations. It opens with an explanation of women's empowerment in development, detailing a number of major concepts that have formed feminist thought in conjunction with empowerment and fitness.

Jos Vaessen (2014) found that during the previous three generations, microfinance activities have extended globally, reaching tens of thousands of disadvantaged households with customised financial services. Microfinance manifests itself most effectively as a field of intervention as opposed to a specific mechanism. Initially, microfinance typically referred to microcredit for working capital and small purchases, but it has expanded to include savings/deposits, a limited selection of micro-insurance and payment services (including micro-leasing), and a somewhat broader selection of credit products for larger investments. This study focuses on microcredit initiatives, which represent the majority of microfinance endeavours worldwide. There are numerous ways in which microcredit activities have affected the lives of clients and others. The most often cited consequences of credit at the individual, business, and family level include cash flow, expenditure smoothing, and poverty alleviation; business growth and employment; education; and women's empowerment. Despite the diversity of microcredit schemes, many share two characteristics: they target disadvantaged women and occasionally rely on group-based lending. Women's empowerment in relation to microcredit has been widely explored in the context of this microcredit programme. The majority of these studies have been conducted within the context of microcredit class programmes in South Asian nations. It has been proposed that microcredit can facilitate advances in women's individual attitudes (e.g., enhanced self-reliance), power dynamics within the home (e.g., control over resources), and social standing. An important aspect of empowerment is women's control over household spending. The primary assumption is that by providing credit to disadvantaged women, their immediate influence over household expenditures will increase, with eventual effects on the status of women and the well-being of women and other household customers. Women's control over household spending is a widely examined element within the framework of microcredit, allowing us to examine whether microcredit aimed at women influences women's control over household spending decisions and under what circumstances this occurs.

Oriana Bandiera (2014) determined that women in poor nations are less empowered than their peers in rich nations. High levels of youth unemployment, coupled with early marriage and motherhood, limit human capital investment and enforce addiction to males. In this study, we examine an initiative to promote teenage women's empowerment in the world's second-youngest nation, Uganda. Within this two-pronged input, young females receive both professional training and information on sex, relationships, and marriage. After a couple of years, relative to teenagers in other communities, the input increases the likelihood that girls engage in income-generating activities by 72% (mostly driven by greater participation in self-employment) and increases their monthly intake expenditures by 41%. Pregnancy among adolescents decreases by 26%, and early marriage and cohabitation also decreases by 58%. Notably, the proportion of women who report being sexually assaulted against their will drops from 14% to nearly 50%, while ideal marriage and childbearing ages also increase. It argues that women's financial and interpersonal empowerment can be accelerated by the combined availability of professional and life skills, which are not especially impeded by insurmountable limits resulting from binding interpersonal norms.

III. ECONOMIC STATUS OF FEMALES IN INDIA

In the Indian economy, the economic status of women has significantly improved, altering the country's appearance. There are women employed in every sector of the Indian economy. The participation of women in economic activities contributes to national economic progress. The increase of women in the organised and unorganised sectors of the economy indicates an improvement in their economic standing. Opportunities for employment or labour involvement motivate women to pursue a profession. According to the 2011 census data, the urban female labour force participation rate is 25.51 percent, compared to 53.26 percent for males, while the rural female labour force participation rate is 30.02 percent, compared to 53.03 percent for men. In rural areas, the ratio of working women was 24.8 and the ratio of

working men was 54.3, whereas in urban areas, the ratio of working women was 14.7 and the ratio of working men was 54.3.

Several organisations have created schemes and projects for women in an effort to encourage women, such as The Bank of Punjab's "Women Entrepreneurship Financing Scheme" for financing to start a business. Day care centres, bakeries, restaurants, catering, furniture, interior design, shops, fitness gyms, event management, vocational institutions, driving schools, jewellery, apparel, and accessories, and any other viable projects. These are the provisions of projects:

Some organisations, such as WEAVCO, MARKFED, and MILKFED, open branches for expansion. Rashtriya Mahila Kosh (RMK) scheme is initiated to give microfinance to women entrepreneurs despite the aforementioned. RCS, Punjab, and Chandigarh will launch a scheme to provide microfinance up to Rs. 25,000/- to women via PACS on the basis of Personal guarantee. PACS will be permitted to refinance against loans made to women using CCBs. In addition, it created training programmes for women to learn specialised production skills. All trainings at PICT and in the field are subsidised by the government or a semi-government agency.

IV. CONCLUSION

Women's lives are enhanced in a variety of ways by the society, including the provision of educational opportunities and the ability to travel. Education is a crucial aspect in developing the abilities necessary for female advancement. The evolving nature of women alters the economic landscape and creates a competitive climate in which they can show themselves. Government and non-governmental organisations (NGOs) focus on the education standard because it is a crucial aspect for every segment of India to adopt change. Today's woman is active in both the financial and political spheres, with decision-making ability and a position of preeminent influence. However, women in rural and semi-urban areas are discouraged from advancing due to the influence of society's negative attitudes.

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