

## **A Study on Rural Women Empowerment and Economic Growth: Rural Entrepreneurship of Self Help Groups**

*Dr. J. Jose Prabhu, Independent Research Associate, Tiruchirappalli-620001, Tamilnadu, India  
E-mail: drjose999@gmail.com*

### **Abstract:**

Empowerment with regards to women's improvement is a method for characterizing, testing and defeating hindrances in a lady's life through which she expands her capacity to shape her life and condition. It is a functioning, multidimensional procedure, which should empower women to understand their full character and power in all circles of life. India imagines a future wherein Indian women are free and confident. Tragically in view of hundreds of years of dormancy, obliviousness and conservatism, the real and potential job of women in the general public has been overlooked, keeping them from gaining their legitimate commitment to social ground. It is additionally a direct result of misshaped as well as incomplete data about their commitment to family and society that they are denied their legitimate status and access to formative assets and administrations adding to their underestimation. Empowerment of women has risen as a significant issue lately. The monetary empowerment of women is being viewed nowadays as a Sine-quo-non of development for a nation; subsequently, the issue of financial empowerment of women is of central significance to political masterminds, social researchers and reformers. The Self Help Groups (SHGs) have prepared for financial autonomy of rustic women. The individuals from SHGs are engaged with Micro Entrepreneurships. Through that, they are ending up monetarily autonomous and giving business chances to other people. This article manages empowerment of rural women through business and the points of interest enterprise among the rural women. Financial empowerment of women prompted development of family and network. This announcement is demonstrated by an aggregate Micro Entrepreneurship in Tamilnadu.

**Keywords:** women empowerment, women entrepreneurs, economic growth, economic development, rural entrepreneurs, rural women empowerment

### **Introduction:**

Women's empowerment is another expression in the vocabulary of gender literature. The expression is utilized in two wide senses for example general and explicit. In a general sense, it alludes to engaging women to act naturally subordinate by giving them access to every one of the opportunities and openings, which they were denied in the past simply because of their being women. In a particular sense, women empowerment alludes to upgrading their situation in the power structure of the general public. Duflo, E. (2012) explained about the word women empowerment basically implies that the women have the power or ability to manage their everyday lives in the social, political and monetary terms - a power which empowers them to move from the border to the inside stage. Women must be engaged by upgrading their mindfulness, learning; abilities and innovation use effectiveness, in this way, encouraging generally improvement of the general public. The idea of Self Help Groups (SHGs) is

demonstrating to be a useful instrument for the women empowerment. Mehra, R. (1997) SHG is an association of country poor, especially of women that convey smaller scale credit to embrace the pioneering movement. Entrepreneurship improvement and salary producing exercises are a doable answer for enabling women skills. It produces salary and furthermore gives adaptable working hours as per the requirements of homemakers. Monetary freedom is the need of great importance. Support in pay creating exercises helps in the general empowerment of women. Along these lines to examine the empowerment of women through innovative exercises of self development gatherings, this specific research was led with the particular target to explore the empowerment.

### **Women Empowerment and Rural Entrepreneurship:**

Hall, C. M. (2013) The word empowerment means giving force. As per the International Encyclopedia (1999), it means having the limit and the way to guide one's life towards wanted social, political and financial objectives or status. In this way, women empowerment means giving the limit and intends to coordinate women life towards wanted objectives. Empowerment is a procedure by which women oversee assets (salary, learning, data, innovation, expertise and preparing), challenge the belief system of male centric society and take an interest in authority, choice making process, upgrade the mental self view of women, to end up dynamic members all the while of progress and to build up the aptitudes to sponsor for themselves. Business enterprise might be a power that assembles different assets to satisfy neglected market need, the capacity to make and manufacture something from for all intents and purposes nothing, it is a procedure of making an incentive by pulling together an extraordinary bundle of assets to abuse a chance. Beteta, H. C. (2006) The rise of women entrepreneurs and their commitment to the national economy is very noticeable in India. Women's entrepreneurs have been perceived during the most recent decade as an significant undiscovered wellspring of financial development. Petridou, E., et al (2008) indicated by of insights women in India 2010, extent of female principle laborers to add up to populace in rate is 16.65 in provincial territories and 9.42 in urban regions this shows generally speaking less commitment of ladies in work however more rate of ladies laborers in rustic territories.

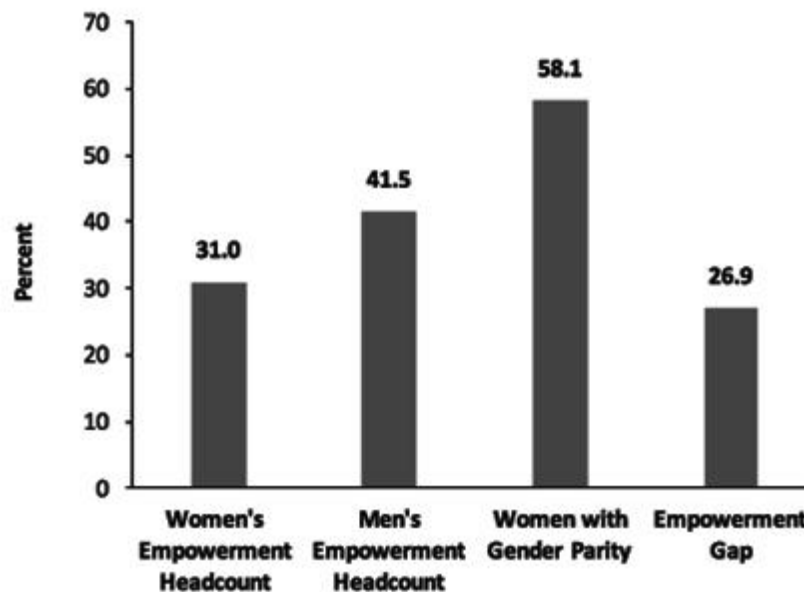


Fig : 1 Women empowerment status in India

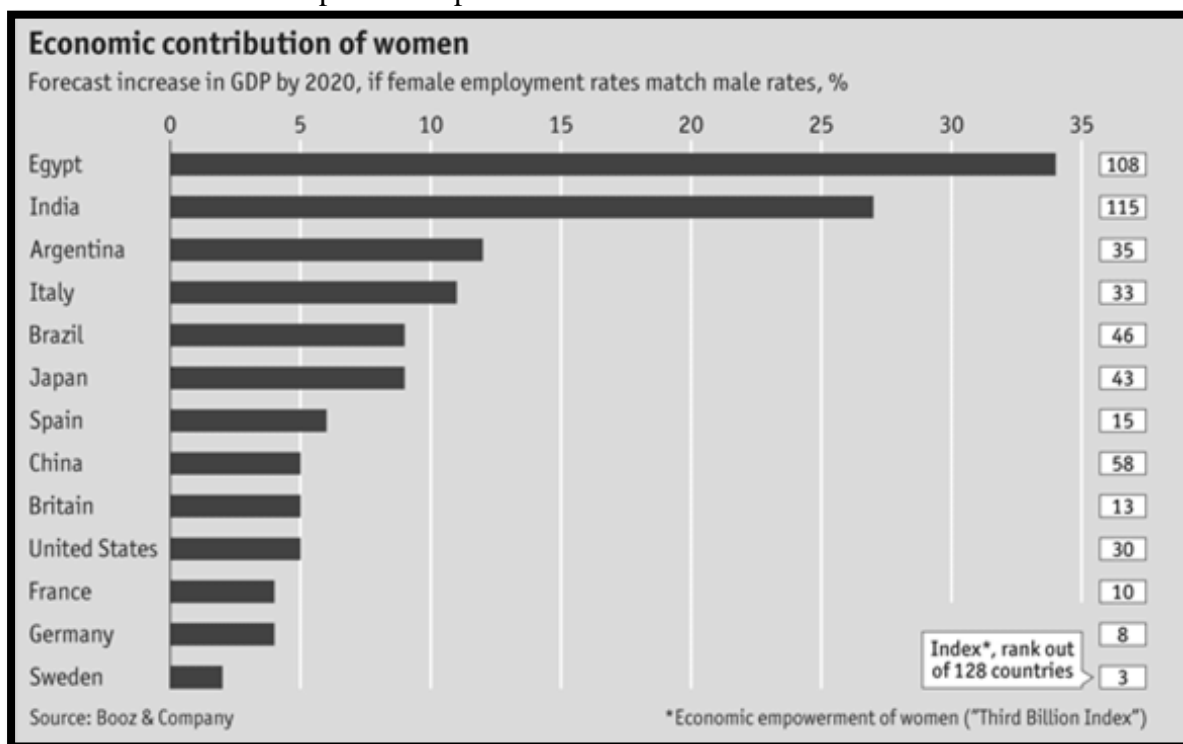
Tambunan, T. (2009) Women's in business has been to a great extent disregarded both in society all in all and in the sociologies. Not just have women lower support rates in business than men however they additionally by and large start and oversee firms in various businesses than men will in general do. Business development among country women serves to upgrade their own abilities and increment basic leadership status in the family and society overall. They were occupied with beginning individual or aggregate pay age program with the assistance of self development gathering. This won't just produce pay for them yet in addition improve the basic leadership abilities that prompted by and large empowerment.

Dabson, B. (2001) Presently Indian women entrepreneurs are demonstrating their essence in new regions like home grown showcasing, nourishment handling, cultivating, and craftsmanship, readymade articles of clothing, Jewells making, dairying, and so forth. Empowerment in the setting of women's development is a method for characterizing, testing and conquering hindrances in a women's life through which she expands her capacity to shape her life and condition. It is a dynamic, multidimensional procedure, which should empower ladies to understand their full personality and control in all circles of life. India imagines a future wherein Indian Women are free and confident. Sidhu, K. et al (2006). Tragically in view of hundreds of years of idleness, obliviousness and conservatism, the genuine and potential job of ladies in the general public has been disregarded, keeping them from making their legitimate commitment to social advancement. It is likewise a result of misshaped as well as halfway data about their commitment to family and society that they are denied their legitimate status and access to formative assets and administrations adding to their minimization.

### **Women Entrepreneurship and Status of Women Entrepreneurs in India:**

Goyal, M., et al (2011) India is a place where there is new ventures, where very nearly 70 percent of the population is as yet independently employed and some spot this gauge as high as

80 percent. The idea of "women entrepreneurship" is turning into a worldwide marvel and in India it wound up unmistakable in the later 50% of the eighties. An entrepreneurs is an individual who can examine nature, marshal assets and actualize activities to bring into reality a business adventure, which can start and build up enormous, medium or small ventures. The idea of women entrepreneurs is multidisciplinary in nature exemplifying monetary, mental, social, social and political just as ecological attributes. As per researchers, a women entrepreneur is a positive, inventive and imaginative women equipped for accomplishing financial freedom exclusively or in joint effort create work open doors for others through starting setting up and running an undertaking by keeping pace with her own, family and public activity. Their commitment is to feature how women effectively become entrepreneurs by dealing with their own and expert life and how family bolster assumes job in there empowerment. The kinds of reactions women are creating in specific conditions feature women as unique sort of entrepreneurs, away from men with unique excellence. Bahl, J. (2012) The requirement for carrying women to the standard of monetary improvement of our nation is a direct result of their demonstrated achievement in all fields, any place they got the chance. Customarily, women, be it mother, spouse or sister, used to be the responsible for the family unit the board. Despite the fact that, in the course of the most recent couple of decades' women's have approached to build up their very own ventures, their numbers stay small in male commanded world. Women's work, anyway imaginative they are, has gone unrecognized. In this manner, the move of innovative idea is because of some modification either social or prudent, thinking about women's work inside the domain of entrepreneurship.



**Fig: 2 Economic Contribution of Women**

Entrepreneurship is considered as one of the most significant components adding to the improvement of society. India has been positioned among the most exceedingly terrible performing nations in the zone of women entrepreneurship in gender orientation centered

worldwide entrepreneurship overview, discharged in July 2013 by IT creators Dell and Washington based counseling firm Global Entrepreneurship and Development Institute (GEDI). Of the 17 nations studied India positions sixteenth, simply above Uganda. Nations like Turkey, Morocco and Egypt have outperformed India. As per economic contribution of women - forecast increases in GDP by 2020, if female employment rates match male rate. Status of advanced education in women in India turned out to be lower than most nations on the planet. At present, Women enterprising job is constrained in the enormous scale ventures and innovation based organizations. In any case, even in little scale ventures, Kirve, H., et al (1993). the Women support are extremely low. According to the third all-India statistics of Small Scale Industries, just 10.11% of the miniaturized scale and little ventures were possessed by women, and just 9.46% of them were overseen by women. While the quantity of women working their very own business is expanding all around, women keep on confronting tremendous deterrents that trick the development of their organizations, for example, absence of capital, severe social limitations, and constrained time and expertise

### **Top Reasons: India needs more Women Entrepreneurs:**

Patel, B.,et al (2013) The job of women in our general public has changed radically in the previous couple of decades and to improve things. Women are currently possessing the corporate positions recently viewed as manly and are outpacing their male partners in certain territories. The gender orientation generalizations which were progressively predominant in the general public decades back are breaking gradually. Be that as it may, there is as yet far to go.

The Government of India has characterized Women Entrepreneurs as — an undertaking possessed and constrained by ladies having a base monetary enthusiasm of 51 percent of the capital and giving in any event 51 percent of the business produced in the endeavor to women.

Women comprise around a large portion of the aggregate (48 percent) Indian populace yet their interest in the monetary exercises is just 25 percent.

As indicated by Forbes India, Women contain around 30 percent of senior corporate administration positions in India, which is strikingly higher than the worldwide normal (24 percent). Be that as it may, with regards to the sex hole in by and large workforce, India is one of the most noticeably terrible nations on the planet — 113th out of 135.

India positions 29th of 31 nations in the 2015 Global Women Entrepreneurs Leader report by ACG Inc.

This divergence legitimately influences nations of monetary development.

Ladies carry an alternate arrangement of points of view to critical thinking that can improve the nature of the arrangement. Ladies bring a one of a kind arrangement of issues and encounters that can help in basic leadership upgrading the nature of the choice.

Here are a portion of the numerous reasons why India needs more Women Entrepreneurs and how it can reinforce us financially, socially and socially.

1. Monetary Growth
2. Narrowing Gender Gap
3. Organization Culture and Safety at Workplace
4. Financing/Investment to Women-drove Startup ventures
5. Social Change

### **Impact of Self Help Groups on Women Entrepreneurship Development:**

Anila, A. (2012) studied SHG has assumed a huge job in the women entrepreneurs. SHG has directed different budgetary proficiency programs, to furnish ability preparing project to women with the assistance of NGO's and NABARD. To give an office of Micro-sparing and Micro-credit to women to upgrade their organizations on small scale and furthermore to give them a different personality in the bank by having their financial balance. Women in country regions felt passionate connection with the SHGs in light of the fact that it has given a foundation of development to ladies which further lead to have business enterprise advancement among women. An exertion has been made through essential information gathered from the women respondents, who have joined the SHG to act naturally needy.

Bertaux, N., et al (2007) Women have occupied with different enterprising exercises after the joining of Self Help Groups. The pioneering exercises started by women after the expertise preparing project are isolating into three classes viz., assembling, exchanging and benefits. Assembling innovative exercises incorporates business of Fast Food Preparation, Candle Making and Detergent Powder making. Exchanging enterprising exercises incorporates Bakery shops, General Stores and Garment shops in which women do the matter of offering distinctive sort of fabrics to other people. A Service action incorporates Boutiques, Beauty Parlors.

### **Suggestions & Conclusion:**

1 % Most of the women entrepreneurs are of the supposition that due to absence of preparing, they are not ready to contend in the market. Subsequently, the legislature should lead incessant preparing programs as to new deals procedures, and so forth, this preparation ought to be made mandatory for Women entrepreneurs. • Finance is the main serious issue for women business people. Thus, the legislature can offer intrigue free advances to empower women business people. • Parents of unmarried potential women entrepreneurs ought to be energized in burning through cash on setting up business instead of offering inclination to their marriage. • Improper area and deficient framework offices are the obstacles in the method for advancement of women entrepreneurs. Thus, separate industrial estates might be set up solely for women entrepreneurs to reduce the underlying speculation and to make an exceptional domain.

India has huge potential for entrepreneurship development as far as decent variety of country occupations. Retail location is one of the promising parts of entrepreneurship development in India. Improvement of business guarantees ideal usage of assets and offices and incentive to product and services. The investigation uncovered that provincial women entrepreneurs were happy with Family backing and business benefit; relatives were giving great direction to the women business people. This will motivate other rural women to take part in small scale business with the correct help and they can strengthen their abilities other than adding to the family pay and national profitability.

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