



Empowerment of Rural Women through Education and Economic Support:

An Overview

Dr. Rajesh Kumar Agarwal

M.Com., M.Phil; Ph.D., Associate Professor(Commerce),
V.S.P. Govt P.G. College, Kairana, (Shamli) (U.P.)

ABSTRACT

Small businesses, also known as micro, small, and medium enterprises (MSMEs), are an essential part of India's economy, coming in second only to agriculture. However, the government's actions may either damage or assist such 'business culture.' Small company law has been enacted in numerous nations, including the United States, Canada, and Australia. The MSME sector has a critical role to play in achieving India's goal of becoming a \$5 trillion economy. As a result, India's MSME strategy is now focused on engaging with MSMEs during their full lifecycle in order to ensure that this sector is healthy, robust, and competitive. From the present 29 percent, this programme aims to raise the percentage of MSMEs in the country's GDP to 50 percent.

Key words: MSMEs, Development, Unregistered, GST, Tremendous.

Introduction

Women are unquestionably the backbone of every civilization, doing different roles over the course of the day. Despite this, many societies throughout the globe looked the other way when it came to her. For rural women to regain their legal and social standing, it is necessary to implement empowerment programmes that help them develop their inner strength and self-esteem. An education may be a strong catalyst for development in life, breaking down decades of barriers and giving women a platform from which they can rise as equals in the workplace.

Purna Shakti's Mission Purna Shakti offers a single service for all women, with an emphasis on numerous programmes run by several ministries, in a more holistic and clearer mission that has been developed over the last two decades. Women's online participation is increasingly fueled by the internet and social media. Digital India, for example, aims to provide e-learning possibilities for women as well as ways for them to make money. A real-life version of Gulaab Gang (a 2013 film in which the protagonist fights against social injustice and sets up a platform for abused women) is currently taking place in the interior, with women in one of Uttar Pradesh's most backward areas creating a historical movement to combat the numerous forms of social prejudice and exploitation that exist. Girls' education has been added to its list of priorities.

Rural women in India are still at a distinct disadvantage in comparison to other women. The proportion of women working in agriculture is 86.1 percent, whereas the percentage of males is 74 percent. However, there are essentially no initiatives aimed specifically at improving the agricultural abilities of women. While rural women make up 7.1% of the workforce, rural males make up 7.1%, making them a smaller group than women. For the most part, women have fewer educational opportunities than males do. Rural women, on the other hand, are mostly missing out on possibilities in building, trading, transportation, storage, and maintenance. It's obvious that they'll need more chances to learn the skills they'll need for these new careers. In many rural areas, women are not only poor in terms of money, but also in terms of knowledge. India's economy relies



heavily on the contributions of rural women. Underestimation of rural women's contribution to development is statistically incorrect. Despite the fact that women contribute more to the family's income than males, they are seen as less productive employees. For further information, see (Pankajam and Lalitha, 2005).

Empowerment through Education

Women have a literacy rate of 65.46 percent, whereas men's literacy rates are above 80 percent, according to the 2011 census. Even while India has achieved great progress since its independence, when fewer than 8% of women were educated, this improvement has not been quick enough to keep up with population increase. About 4.2% of men and 2.2% of women in rural regions have earned a high school diploma or less, compared to 17% of men and 13% of women who live in metropolitan areas. The information comes from the Social Consumption: Education research done by the National Bureau of Examination Research (NSSO) under the Ministry of Statistics and Program Implementation during the 71st round of the National Sample Survey (NSS) in January to June of 2014. Samples were taken from 36,479 rural families and 29,447 urban households from 4,577 villages and 3,720 building blocks throughout the nation. At least seventy-five percent of the population in the nation is literate, according to the study's results. This was 71% in rural regions, whereas it was 86% in urban areas. Women's rights, dignity, and safety may all be enhanced and even further protected via education. Development can only take place when a person is educated.

In the last several decades, the idea of women's empowerment has emerged. In 2001, the Year of Strengthening Women was designated for the new century. As a result of women's education, a better family and a more progressive society may be achieved. According to recently released UNESCO statistics, education is the only path to sustainable development.

It says:

1. In 40 years, Per capita income would be increased by 23 percent; equal education is provided to all children.
2. If all women had primary education, child marriage and child mortality would be reduced by one-sixth and maternal mortality by two-thirds. New study of UNESCO proves it
3. Education empowers women. Educated girls and young women are more likely to be aware of their rights and have the courage to defend them.
4. Education plays a vital role in shaping the people to understand democracy, developing tolerance and political life of the society.
5. Economic growth and employment can be generated rapidly through education.

Empowerment through Economic support

Many initiatives taken by Indian government to empower women include:

Aajeevika Skills: Employment generation for Rural Poor Youth

As a government effort, India's Ministry of Rural Development (MORD) has created the National Rural Employment Mission (NRLM). An associate of the NRLM is Aajeevika Skills Development Programme (ASDP). The underprivileged rural youth's ambitions for a better life necessitated the creation of this programme.



The ASDP gives young people from low-income neighbourhoods a chance to improve their job prospects by gaining experience in rapidly growing economic areas. Public, commercial, non-profit, and governmental entities all participate in the training and job placement efforts. Industry groups and employers are establishing close ties. It is hoped that by 2017 the formal sector would employ 50 million young people.

Key features

1. Provides individual training with and without accommodation.
2. At least 624 hours of training with modules in work, IT and soft skills.
3. Special programs for Jammu and Kashmir, minorities and the most critical left-wing extremist areas.
4. It is conducted under the control of the central government and the government of the states.
5. 75 percent guaranteed employment above the minimum wage.
6. Support after placement
7. During the course of training, support of food and transport.

Mahila e-Haat

The Mahila e-Haat Women's Digital Marketing Portal Launched: More than 1,25,000 women and children from 10,000 self-help organisations have signed up for the Ministry of Women and Children Development's online platform. Rashtriya Mahil Kosh, an independent organisation under the WCD Women's Ministry of Social and Economic Empowerment, invested less than Rs. 10 lakhs to build the platform, and dealers may register their items on the website without having to pay import costs. As a way to combat issues related to children's work, the only women or self-help group members who are eligible to join the programme must be at least 18 years old. The Mahila e-Haat logo must be displayed on all items sold by all vendors as part of the agreement. It would be easier for ladies on the site who are trying to sell stuff to use a link to India Post to locate the closest delivery address. Entrepreneurs may also earn a discount on bulk deliveries by signing an arrangement with India Post.

Support to Training and Employment Programme for Women (STEP)

For the benefit of women aged 16 and over throughout the country, the 'Support Program 'Support to Training and Employment Program for Women' (STEP) plan has been launched. Non-profit organisations, as well as other institutions, are eligible for the funding under the Scheme. For example, agricultural, horticultural, food processing, handlooms, needlework, Embroidery and Zari-related abilities, as well as social and professional skills such as spoken English, Gems and Jewellery, Tour and Travel, and Tourism and Hospitality, will be supported by STEP aid.

Rajiv Gandhi National Creche Program for the Children of Working Mothers

There is a growing number of women in the workforce, whether they are working from home or away from home, thanks to the government's continued efforts to educate and hire women. Increased urbanisation and industrialisation are driving a rise in the number of people moving to metropolitan areas. Rapid growth in the number of nuclear families and demise of the cooperative family structure have occurred in recent decades. In other words, these women's children who were



previously supported by family and friends while their moms were at work now need day care facilities that can give them with high-quality care and security. The importance of high-quality early childhood education cannot be overstated, and it is a wise investment for both parents and their children. In many cases, women's ability to get a job is hindered by inadequate childcare services. Daycare services for working women of various socioeconomic backgrounds must be improved in both the organised and the unorganised sectors to meet the growing demand.

Under numerous legislation, women working in the organised sector have the option of using day care services for their children since their employers are compelled to do so (Factory Act 1948, Mines Act 1952, Plantation Act 1951, Interstate Migrant Workers Act, 1980 and NREGA 2005 make provision of day care mandatory). Children of women in the informal sector, on the other hand, have several unmet needs. Children's issues were addressed in a number of government documents, including the 1974 National Child Policy, the 1986 Education Reform Act, the 2001 Women's Empowerment Act, and the 2005 National Action Plan for Children's Issues (CANA). It was recommended by the Agency's Steering Committee and Rights of the Child for the Twelfth Five-Year Program (2012-17) that AWCs be upgraded to AWC with daycare and/or revised rules, a choice of different flexible RGNCS models and procedures be considered in order to move on to the next phase of the Plan to provide children safe and community-based spaces for their growth and development. Early childhood care services for children under the age of six are expected to see a major improvement as a result of the new programme.

Conclusion

For rural economies to thrive, it is imperative that rural women play a significant role. To achieve long-term development, economic, environmental, and social transformations must be catalysed by them. They do, however, confront a number of challenges, including difficult access to financing, poor health, and a lack of quality education. Climate change and global food and economic crises intensify these problems. Empowering women is critical not just for their own well-being, but also for the well-being of rural families and rural communities as a whole, since women make up a significant portion of the agricultural workforce across the globe.

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