

National Seminar on

**“Empowering Women: Promoting Innovation,
Entrepreneurship and Sustainability”**

23rd & 24th January 2025

Sponsored by
ICSSR-SRC-Hyderabad

Organized by
Department of Economics
S.V.C.R. Government Degree College, Palamaner-517408,
Chittoor District
Accredited by NAAC with ‘B+’ Grade

Seminar Director
Dr.M.Venkatesulu
Principal

Seminar Convener
Dr.Rukmani Mallepu
HoD., Dept. of Economics

Organising Secretary
Sri. G.M.Shanmugam
Vice- Principal

Publication Desk:

International Journal Of English and Studies (IJOES)

An Approved International Peer Reviewed and refereed Journal

ISSN :2581-8333

Impact Factor: 7.539(SJIF)

Submission: ijoeseditor@gmail.com

Contact: 8978 515 399



ISSN:2581-8333

Disclaimer: The Publisher and editor cannot be held responsible for errors or any consequences arising from the use of information in this Book; the views and opinions expressed herein are of the authors and do not necessarily reflect those of the publisher and editors. © All rights reserved. No part of the book may be reproduced, in any form or any means, without permission in writing from the publisher and the author.



Government of Andhra Pradesh
DEPARTMENT OF HIGHER EDUCATION
S.V.C.R. GOVT. DEGREE COLLEGE-PALAMANER
(Accredited by NAAC with 'B+' Grade 2.57 CGPA)
Palamaner - 517408, Chittoor (Dist.) Andhra Pradesh
Email : jkcpalamaner@gmail.com
web: www.gdcplnr.edu.in



Dr.M.Venkatesulu,M.PEd.,M.Phil.,Ph.D
Principal

FOREWORD

The empowerment of women is a crucial catalyst for national growth and development. It is evident that societies that encourage and support women's participation experience tangible progress. In this context, we are thrilled to host a National Seminar on "Empowering Women: Promoting Innovation, Entrepreneurship, and Sustainability" at our college. This event will provide a platform for intellectual discussions, highlighting achievements and addressing pressing issues. I am delighted that the Department of Economics has taken the initiative to organize this seminar, demonstrating their commitment to women's empowerment and societal well-being. Their efforts deserve acclaim, as they inspire other departments to engage in knowledge-sharing initiatives. I extend my best wishes to the Department of Economics for the success of this seminar and hope it becomes a notable achievement for SVCR Government Degree College, Palamaner. This seminar will not only foster a deeper understanding of the challenges and opportunities faced by women but also promote collaboration and innovation among participants. I am confident that the insights and ideas generated from this seminar will contribute significantly to the empowerment of women and the development of our society. I am very much thankful to the ICSSR-SRC-Hyderabad Sponsors , Convener, Organizing Secretary , Committee members, Resource Persons, Guest of Honour, Chief Guests , Keynote Speaker , CPDC members' and paper presenters for making this a grand success. I am sure that this occasion will provide an opportunity for the researchers and academicians. Industrial executives to freely exchange the views and ideas with others. I convey my warm greetings and felicitations to the organizing committee and the participants and extend my best wishes for the success of the Seminar.

Yours Faithfully



N.AMARNATHA REDDY

MLA & Former Minister
174- Palamaner Assembly Constituency
Andhra Pradesh.

+91 9490000909

mlapalamaner@gmail.com

13-220/2-1, Ramakrishnareddy Nagar
Lingayath Street, Palamaner
Chittoor District -517408

Date:.....10-01-2025.....

I felt so happy and honored soon after I had got informed about the National seminar on Empowering women: Promoting innovation, Entrepreneurship and Sustainability organized by the department of Economics, SVCR Government Degree College, Palamaner in association with ICSSR-SRC, Hyderabad.

For the betterment of the student progress, exposure and knowledge exchange are pivotal. Such wonderful knowledge dissemination is the desired outcome of this seminar. This is really a conducive platform for the pursuit of knowledge and its transfer.

Being in the public life, many self centered people and their crimes are prevalent in our journey of profession. But this is a different program that bestows a marvelous opportunity to ponder over the success and the hindrances to achieve the success by the woman achievers. Women have left their impression in the sectors where they have got successful.

I appreciate the organizers for conducting the program and advise them to conduct similar programs to extend the knowledge horizons of the community.

My hearty congratulations to you all.


[N. AMARNATHA REDDY]

**भारतीय सामाजिक विज्ञान अनुसंधान परिषद्
दक्षिण क्षेत्रीय केंद्र**

(शिक्षा मंत्रालय, भारत सरकार)
द्वितीय मंजिल, नई इमारत, OUCIS परिसर,
OUCIS के निकट, उस्मानिय विश्वविद्यालय
हैदराबाद - ५०० ००७



Prof. B. Sudhakar Reddy, Ph.D.
Honorary Director

**భారత సమాజ విజ్ఞాన పరిశోధన మండలి
దక్షిణ ప్రాంతీయ కేంద్రం**

(విద్యా మంత్రిత్వ శాఖ, భారత ప్రభుత్వం)
2వ అంతస్తు కొత్త భవనం, OUCIS ప్రాంగణంలో,
ఉస్మానియా విశ్వవిద్యాలయం క్యాంపస్, హైదరాబాద్ - 500007

**INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH
SOUTHERN REGIONAL CENTRE**

(Ministry of Education, Govt. of India)
2nd Floor, New Building, OUCIS Premises, Adjacent to OUCIS,
Osmania University Campus, Hyderabad - 500007
Phone No's: 8331040954, 7382074096, 7382074090
Email: srcicssr@yahoo.com, srcicssrprograms@gmail.com
Website: www.srcicssr.org



I am honored to extend my heartfelt congratulations to S.V.C.R. Government Degree College, Palamaner, for organizing the National Seminar on "Empowering Women: Promoting Innovation, Entrepreneurship, and Sustainability," scheduled for January 23rd and 24th, 2025. This seminar addresses a pivotal triad—empowerment, innovation, and sustainability—that is essential for the holistic development of our society.

Women's empowerment is key to achieving gender equality and fostering inclusive economic growth. By enabling women to realize their potential, we unlock avenues for societal advancement and innovation. As UN Women highlights, investing in women's economic empowerment drives gender equality, poverty eradication, and sustainable growth.

Innovation and entrepreneurship are crucial for economic development. Encouraging women's participation diversifies the landscape, bringing fresh perspectives that lead to sustainable solutions. The European Commission supports initiatives for women entrepreneurs, recognizing their role in advancing innovation and inclusive growth. Sustainability is vital for long-term success. Empowering women in sustainable business practices ensures growth without harming the environment. The European Investment Bank stresses that investing with women fosters stronger, more sustainable economic growth.

At the Indian Council of Social Science Research - Southern Regional Centre (ICSSR-SRC), we support initiatives aligned with these themes, encouraging seminar proposals in the social sciences, and sponsoring capacity-building programs for young researchers. This seminar promises valuable discussions and strategies to empower women through innovation, entrepreneurship, and sustainability. I wish it great success and look forward to its contributions to achieving Vikasit Bharat 2047.

Prof. B. Sudhakar Reddy
Honorary Director
SRC-ICSSR

BANGALORE UNIVERSITY



Mobile: +91-0- 9902038232
E-mail: sr_keshava@yahoo.com

Dr.S.R.KESHAHA

M.A., M.Phil (Eco) M.B.A., M.Phil (Mgmt), Ph.D

**Professor and Chairperson PG
Department of Economics, Coordinator,
BA Honors Bangalore University
Bangalore-56005**

Date:20-01-2025

To
The Principal
SVCR Government Degree College, Palamaner
Greetings

I extend my heartfelt congratulations to SVCR Government Degree College, Palamaner, Chittoor District, Andhra Pradesh, for taking the initiative to organize a 2-day ICSSR-SRC Hyderabad-sponsored National Seminar on “Empowering Women: Promoting Innovation, Entrepreneurship, and Sustainability” on the 23rd and 24th of January 2025.

As India strides confidently towards its vision of becoming a Viksit Bharat by 2047, achieving a \$5 trillion economy by 2026 and beyond, the role of inclusive growth becomes paramount. Women’s empowerment through innovation and entrepreneurship is not just a step toward gender equality but also a transformative force in realizing this vision. Studies underscore that bridging the gender gap in entrepreneurship could add a staggering \$1.5 trillion to India’s GDP by 2025.

The MSME sector, a vital pillar of our economy, is projected to grow exponentially, reaching \$1 trillion by 2028 and beyond. However, the journey to sustainable and robust economic growth demands the active participation of women and marginalized communities, whose contributions remain underutilized.

This seminar promises to create a vibrant platform to exchange ideas, showcase innovations, and foster pathways for empowering women entrepreneurs. I commend the organizers for their dedication to this critical cause and wish them immense success in their endeavor.

S.R.Keshava



RATHNA BIOLIFE Pvt. Ltd.
(Botanical Extracts & Ayurvedic Medicines)
Kolamasanapalli Post, Palamaner Mandal,
Chittoor Dist., Andhra Pradesh -517432
Email : shiv@rathnabiolife.com
www.rathnabiolife.com
Phone No: 9343560003



On having informed me about the National Seminar organized in the premises of the SVCR Government Degree College, Palamaner on Empowering Women: Promoting Innovation Entrepreneurship and Sustainability, I was so excited as the seminar is about the accomplishments and encouraging the women. As I am a woman and have been trying to prove that women can compete with their male counterparts, naturally I am so interested in the program. If we are the keen observers of the great tasks of women, they are really inspirational they are instrumental and their good work is obviously integral in any kind of production. We had tremendous and terrific women who rendered their best to bring the people together in gigantic mission of achieving freedom. We have woman champions in every area. We have capable entrepreneurs, technocrats, astronauts, bureaucrats and political personalities. The seminar, Empowering Women: Promoting Innovation, Entrepreneurship and Sustainability is not only a seminar but a trajectory to translate the willpower and super human qualities posed by women. India is a country that preaches the best ever culture to the world. In upholding the traditional inheritance, women have acted so vigorously. When the values are neglected in general women are censured. In this perspective the upholding duty has also been attributed to the women. Keeping it in view , the responsibility of protecting the culture and creating their own impression on the sectors they take up are victoriously done. Still, I believe there should be needful encouragement and great support for the upliftment of women as hindrances are in prevalence. I wish the dichotomy would be replaced with the expanding success.

I congratulate the Principal, Department of Economics and the staff members of the college for doing their best to propagate a further change in the condition and thought process of women.

My hearty congratulations to you all.

Yours Faithfully

B. Rathna Reddy

E:sripuramsnct@gmail.com

M: +91 9848528898 / +91 8019571991



SRIPURAM SEETHARAMAIAH NAGAMANI CHARITABLE TRUST

(Reg No.3 of 2024)

SSNC TRUST #12-112, Basavanna Katta Street, New Pet, Palamaner - 517408, Chittoor Dist, A.P.

Date: 10/01/25



I have seen the flourishing of the college since its inception as a part of its CPDC. I am a witness for the steady growth of the institute. I am always happy that I am a part of the college development. When I knew that the Department of Economics would organize a national seminar on "Empowering women: Promoting Innovation, Entrepreneurship and Sustainability" I felt voluminously delighted as this would be one of the most important benchmarks in the college. Women are competitive and competing in every aspect. This is really applaudable. When programs pertaining to the similar issues are taken up, they kindle motivation among the next generation. As the motivation is positive, the induced community will be productive and ultimately it will be the generation of optimism. The focused people are automatically the centre of the best productivity. As we know, our area is a semester urban and many women are forced to accept regular traditions rather than career. I trust in the program provides the needful courage and stimulation for the targeted section.

I congratulate the principal, Coordinator of the Seminar and the team for organizing the stupendous event. I believe this seminar would encourage some more brilliant thoughts and get them materialized



(Recognized under section 80G & 12A of the Income Tax Act, 1961)



B.M.R.GLOBAL FOUNDATION
(Accredited by NAAC with 'B+' Grade
2.57 CGPA)
TIRUPATI - 517501 Tirupati (Dist.)
Andhra Pradesh
Email: bmrglobalfoundation@gmail.com
Phone No: 8889688873



I am immensely delighted to know that the Department of Economics headed by Dr. M.Rukmani is organizing a national seminar on ***Empowering women: Promoting innovation, Entrepreneurship and Sustainability***. It is really a commendable job being done by the department and college as well. Hence I would like to congratulate the principal, SVCR Government Degree College, Department of Economics and the staff members for this meritorious and knowledge disseminating program. Since women are a half in the society, the success and growth of the society are dependent on the women's development. There is a drastic change in the performance of women in each arena currently. Whatever sector it is, women are endeavoring to produce their best. Still a segment of women mainly in rural areas are not able to bring out their best owing to the local hindrances. Given that the college caters to the needs of rural students and the program focuses primarily for the upliftment and empowerment of the female community, I hope it will change process of monotonous thinking among the target. I believe the program will be a milestone in the college history and pave a high way for some other fame changers in the premises of the college in the days to come. All the very best to the Principal and Faculty members of the SVCR Government Degree College, Palamaner, for venturing into a great act of knowledge generation.

Yours Faithfully

N. S. S.



Government of Andhra Pradesh
DEPARTMENT OF HIGHER EDUCATION
S.V.C.R. GOVT. DEGREE COLLEGE-PALAMANER
DEPARTMENT OF ECONOMICS

(Accredited by NAAC with 'B+' Grade 2.57 CGPA)

Palamaner - 517408, Chittoor (Dist.) Andhra Pradesh

Email : svcrwomenseminar@gmail.com

web: www.gdcplnr.edu.in



Dr.M.Rukmani, Seminar Convener

MESSAGE

Empowering women in entrepreneurship, innovation, and sustainability can help to create a more inclusive and sustainable economy. Women entrepreneurs can be a key driver of economic growth, and their businesses can be more resource-efficient and sustainable. With the world economy still struggling to recover from the economic shocks of the past few years, momentum is growing for a new industrial revolution that is both sustainable and inclusive. This means supporting growth within the constraints of the planet's limited resources and putting people at the heart of development. Central to inclusive and sustainable industrial development is the urgent need to harness the economic potential of women – half of the world's population. It is estimated that by 2020, 870 million women who have been living or contributing at a subsistence level will enter the economic mainstream for the first time as producers, consumers, employees and entrepreneurs. The economic impact is expected to be staggering, with profound effects on global development as a whole. I am pleased to acknowledge the official sponsorship of the seminar by the ICSSR-SRC-Hyderabad and other sponsors who made contributions generously towards the success of the Seminar. I sincerely appreciate and offer my heartfelt gratitude to our principal, all the faculty members, CPDC Members, Non-teaching staff for their support to make this seminar a grand success. Last but not least, I like to thank all the Keynote Speaker, Invitee talks, Fellow faculty and researchers who have been willing to share their knowledge and experience with all of us in this prestigious seminar .I take this opportunity to compliment the entire team of the editorial board in their endeavour to bring out the Seminar Volume in advance.

I extend my warm greetings to the visiting delegates from all over the country and my best wishes to the delegates and participants to have deliberations and discussion on the topic.

Yours Faithfully


Lecturer in Economics
S.V.C.R. Govt. Degree College,
Palamaner, Chittoor Dist.

Content

S.No	Title	Author	Page
1	Empowering Women through Entrepreneurship in India: Milestones Achieved, Challenges Faced, and Pathways to Economic Empowerment	Dr.S.R.Keshava	1
2	Woman Entrepreneurs in India - Role and Challenges	Dr.G. Yella Krishna	12
3	Women In Science and Technology and Management	Nallam Nagamani T.Kullayappa	18
4	Women In the Development of Science, Technology, And Management in India	M.Surya Sekhar Reddy	22
5	Empowering Equality: AI As a Catalyst for Women Entrepreneurs and Their Ventures	N.V. Raghu Babu	28
6	Women's Contribution to Economic Development in India: An Exploratory Study	Dr. K. Sekhara Dr. M. Muralimohan	38
7	Women Empowerment in India Through English Literature	Dr.Gannavaram Sridevi	46
8	A Study on Impacts of Financial Inclusion on Women Entrepreneurism in Tirupati District, Andhra Pradesh	Dr. P. Venugopal P. Nagaraj	48
9	An Analysis of Women Empowerment Schemes In MSME Sector In Indian Economy	Mr.Chikkannaswamy G B	54
10	Contribution of Indian Women Writers in English: A Special Focus on Education, Employment, and Women Empowerment	Dr. C.N.Latha	62
11	Economic Independence Of Women – A Case Study Of Women Self Help Group In Chittoor District Of Andhra Pradesh	Dr. D. Yuvaraju Dr. D. Subramanyam	66
12	Empowerment Of Women Entrepreneurs In Tamil Nadu State, A Study On Cashewnut Industries.	Dr.A.Xavier Susairaj	70
13	Women Self-Help Groups And Nonfarm Employment Opportunities In Chittoor District Of Andhra Pradesh	Dr. D. Subramanyam Dr. D. Yuvaraju	81
14	Impact Of Science Technology Management And Entrepreneurship To Enhance Empower Educate Women In India: Insights	Dr. G. Geethanjali	88
15	The Role of Women in Science and Technology	Dr.L.Rajeswari Dr.G.Tejaswini Dr.P.Surekha Dr.M. Santha Kumari N. Sravani A. Padmavathi	92
16	Women's Political Representation and Its Impact on Gender Equity In Economic Policy-Making	Dr.V.M.Suneela Shyam Sathiys S	101
17	Social Problems of Women Education in Chittoor District Of Andhra Pradesh	Guri Rajani Dr. D. Yuvaraju Dr. D. Subramanyam	109

Content

18	Role Of Women Entrepreneurship in Indian Economy- An Analysis	Dr.U.Sankara	112
19	Women in Education, Employment and Empowerment	P Sobha Latha Dr. K Vaishnavi	120
20	“Empowering Women: Promoting Innovation, Entrepreneurship and Sustainability”	A. Vaishnavi Dr. K. Sai Kumari	127
21	The Role of Women In Shaping Entrepreneurial Ecosystems	G.Padmashree Dr.V.M.Suneela Shyam	128
22	“Women Empowerment as a Strategy for Advancing the Removal of Rural Poverty”	A. Vaishnavi Dr. K. Sai Kumari	137
23	An Exploratory Study on Women’s Entrepreneurship: Challenges and Prospects	Dr.P. Surekha Y.Jnapika Dr.L.Rajeswari	140
24	Breaking the Glass Ceiling: Challenges and Success Stories of Women Emperors	Narasimhulu Tirivilli Dr.Varalakshmi Pandloori Dr.Narasimhulu Manyam	145
25	Women Leadership And Political Participation	Dr.K. Vijaya Kumari	158
26	Tech-Powered Empowerment: Bridging the Gender Gap in the Digital Age	Dr K Sankar Reddy Dr P Ramadevi V. Baburao	163
27	Economic Growth and Gender Equality in India	Dr. M. Balaji Naik	169
28	The Role of Literature in Women’s Research and Consultancy	B. Pushpanjali Bai	173
29	Entrepreneurial Thinking and Mindset	Dr. S. Gulab Jan	177
30	Women in Science and Technology and Management	Kadapa Humayun Dr. S.Gulab Jan	184
31	The Power of Entrepreneurial Thinking-Mindset: A Path to Innovation and Resilience	Dr.K. Jayachandra K.Ashok Karthik Rayalu, Dr.P.Sivaraagini	190
32	Women Empowerment in India: A Historical Perspective	Dr.M. Sandhya Rani	194
33	Women in Research and Consultancy in India: Progress, Challenges, and Prospects	Mohano Behara Saivenkatesh Korlam	198
34	Education ,Employment and Women empowerment	P. Mahitha K. Vijaya Kumari	207
35	"Investigating the Awareness Level of Start-up India Seed Fund Scheme Among Undergraduate Students in Surat"	Dr Nairuti S Chokkas D. R Patel R. B. Patel	212
36	SGH-A Successful Experiment to Emancipate Rural Women in Chittoor District Of Andhra Pradesh	Prof. R. Suneetha Dr. D. Yuvaraju Dr. D. Subramanyam	220

Content

37	Problems And Remedial Measures of Women Entrepreneurs in India	Prof. M. Devarajulu Dr. D. Yuvaraju Dr. D. Subramanyam	227
38	Awareness Of Developmental Needs of Students Among Pre-Primary Female Teachers	Dr.Rukmani Mallepu	232
39	Woman Leadership and Political Participation	Avulapalle Babu	240

Empowering Women through Entrepreneurship in India: Milestones Achieved, Challenges Faced, and Pathways to Economic Empowerment

Dr.S.R.Keshava

Professor of Economics, Department of Economics, Bangalore University, Bangalore 560056, E-Mail: sr_keshava@yahoo.com, Mobile; 99020 38232

Keynote Address

Abstract

The Empowering Women through Entrepreneurship in India is essential for achieving inclusive and sustainable economic growth, contributing to a more equitable society. Despite women constituting a significant portion of the labor force, they face numerous barriers in accessing education, finance, and entrepreneurial ecosystems, limiting their potential. Research highlights that closing the gender gap in entrepreneurship could result in a \$1.5 trillion increase in India's GDP by 2025. Thus, the need for tailored education, training, and mentorship is crucial for unlocking the full potential of women as key drivers of economic growth.

Access to financial resources remains a significant obstacle for women entrepreneurs, as 90% rely on informal financing, with limited access to formal credit services. To address this, gender-sensitive policies in financial institutions are necessary, along with widespread adoption of government-backed schemes such as the Pradhan Mantri Mudra Yojana and Stand-Up India Scheme. Furthermore, the integration of women into the digital economy is vital. Digital tools, e-commerce platforms, and online marketplaces offer vast opportunities for women entrepreneurs to expand their businesses, provided they have access to digital literacy programs and training.

Building supportive ecosystems that offer mentorship, funding, and market access is another critical step. Government and private-sector initiatives like the Women Entrepreneurship Platform by NITI Aayog are fostering these networks, but greater expansion, especially in rural areas, is required. Moreover, the strengthening of legal and institutional frameworks to ensure women's rights to land, property, and safety will provide them with the necessary tools to succeed in entrepreneurship. Ultimately, empowering women entrepreneurs will not only contribute to economic development but also lead to a more inclusive and equitable society, supporting India's vision of becoming a Viksit Bharat by 2047.

Keywords: Women Entrepreneurs, Economic Growth, Gender Gap, Financial Inclusion, Digital Economy, Mentorship, Government Schemes, Women

Empowerment, Legal Frameworks, Inclusive Growth, Viksit Bharat, Institutional Support, Gender Sensitivity.

Introduction

India is charting its path toward becoming a Viksit Bharat by 2047, with a steady stride toward achieving a \$5 trillion economy by 2026, 10 trillion by 2031-32 and so on. A significant contributor to this vision is the Micro, Small, and Medium Enterprises (MSME) sector, which is projected to grow to \$1 trillion by 2028 (Invest India, 2024) and subsequently to \$5, \$10 and \$15 trillion and more. To sustain this economic momentum, growth must not only be robust but also inclusive, ensuring the participation of all societal sections, particularly women and marginalized communities.

The World Bank emphasizes that increasing women's workforce participation could enhance India's GDP growth by an additional 1.5 percentage points. However, the Female Labor Force Participation Rate (FLFPR) declined from 32% in 2005 to 19% in 2021, falling 27 percentage points below the global average (Decoding Government Support to Women Entrepreneurs in India, 2022). Addressing this gap is imperative, as women's access to decent work is a cornerstone of inclusive and sustainable development.

Financial independence among women serves as a catalyst for transformative social change. It uplifts families and communities, promoting better education, improved healthcare, and access to new opportunities. Financially empowered women often channel resources into decisions that secure brighter futures for their children. This ripple effect strengthens societal foundations, fostering gender equality and inclusive economic progress.

India has seen remarkable progress in women's workforce engagement in recent years. The Female Labor Force Participation Rate surged from 23.3% in 2017–18 to 41.7% in 2023–24, while the Work Participation Rate for women rose from 22% to 40.3% during the same period. Simultaneously, the female unemployment rate dropped from 5.6% to 3.2% (India's Workforce Transformation, 2024, Research Unit, PIB). However, significant challenges remain. A report by the Magic Bus India Foundation and Bain & Company (2024) underscores the need to integrate 145 million more women into the workforce by 2047 to achieve a \$30 trillion economy. Without deliberate action, female labor force participation is projected to reach only 45% by that time. The report recommends ambitious, coordinated efforts to raise this figure to 70%, a critical target for achieving inclusive growth.

Women entrepreneurs pivotal role

Women entrepreneurs play a pivotal role in driving this transformation. Empowering them with access to resources, markets, and networks fosters innovation and accelerates economic growth. Policies and programs that support women-led enterprises contribute significantly to financial inclusion and community

development, bridging the gender gap in economic participation. Building on this momentum requires sustained commitment to creating an ecosystem where women not only participate but thrive, leading India closer to its goal of becoming a Viksit Bharat.

Encouraging and empowering women entrepreneurs is vital for India's economic growth and social transformation. Women-led businesses have a significant potential to foster inclusivity and attract more women into the workforce. Research shows that businesses with at least one female founder have a more inclusive work culture, employing three times more women than men, and generating 10% more cumulative revenue (MSME Annual Report, 2021-22). Yet, women remain underrepresented in the entrepreneurial landscape.

Milestones Achieved and

As of 2015-16, women accounted for only 20.37% of the 63.3 million micro, small, and medium enterprises (MSMEs) in India, up from 13.83% in 2006-07. Despite this increase, the share of women in early-stage entrepreneurial activities remains low, at just 2.6%, according to the Global Entrepreneurship Monitor (GEM). Geographic disparities also highlight the uneven ecosystem, with West Bengal having the highest share of women-led MSMEs at 23.42%, and Sikkim the lowest at 0.04%. Southern states like Tamil Nadu (10.37%), Telangana (7.85%), Karnataka (7.56%), Andhra Pradesh (6.76%), and Kerala (4%) have relatively favourable environments for women entrepreneurs (MSME Annual Report, 2021-22).

Recent data from the MSME Ministry underscores progress. As of July 2024, 39% of the 4.78 crore MSMEs registered under the revised 2020 definition are women-owned. This includes GST-exempt informal micro units registered via the Udyam Assist Platform (UAP). Of these, 82% are micro-units run as sole proprietorships, with most concentrated in the informal sector, particularly in livestock, manufacturing, and retail (Jitan Ram Manjhi, Lok Sabha, 2024).

Still long way to go!

Studies suggest that 10-30% of enterprises registered as women-owned are often not operated by women, underscoring the need for targeted support (Decoding Government Support to Women Entrepreneurs, 2022). Women entrepreneurs also face challenges in technology-driven sectors. According to an RBI survey, only 5.9% of tech startups are founded solely by women, compared to 55.5% by men, and just 14% of tech unicorns have at least one female founder. In addition, 90% of women entrepreneurs rely on informal financing, with only 10% accessing formal financial services (Decoding Government Support to Women Entrepreneurs, 2022; CNBC TV18, 2024).

The contribution of MSMEs to GDP and exports highlights their significance. The MSME sector's share in India's GDP rose from 29.7% in 2017-18 to 30.1% in 2022-23. However, the share of MSME-related products in total exports

declined from 49.75% in 2019-20 to 45.73% in 2023-24 (Ministry of Statistics & Programme Implementation, 2024). This underscores the need for more active participation by women to ensure the sustainability of MSME growth.

Despite India's position as the world's third-largest startup ecosystem, women's representation remains strikingly low. In 2018, 9% of startup founders were women, which dropped to just 5 out of 136 unicorn founders in 2021. Only 35% of startup employees are women, reflecting a glaring gap in gender parity in this rapidly growing sector (CNBC TV18, 2024). Consequently, India ranks 57th out of 65 nations in the Mastercard Index on Women Entrepreneurship (MIWE).

Closing this gap requires systemic changes to foster an entrepreneurial ecosystem that genuinely supports women. Tailored financial products, mentorship, and policy interventions are essential to ensure women entrepreneurs thrive. Empowering women in entrepreneurship is not just an economic imperative; it is a societal one, capable of driving sustainable and inclusive development while transforming families, communities, and the nation at large.

Key Challenges for Women Entrepreneurs

Women's participation in India's economic growth story faces multifaceted challenges, compounded by structural barriers such as the digital divide, unpaid care work, and limited access to resources for entrepreneurship. Addressing these issues requires a supportive ecosystem that not only encourages women's involvement in economic activities but also enables their leadership.

Financial Access and Support:

Women entrepreneurs in India face significant financial barriers that constrain their potential for growth and innovation. Access to financial resources remains a significant difficulty accessing loans and capital due to gender bias, lack of collateral, and perceived lack of creditworthiness and it Limits business growth, innovation, and expansion opportunities. Access to formal financial institutions remains limited, with 90% of women entrepreneurs unable to secure financing from these channels (International Finance Corporation, 2022). This challenge is compounded by gender biases, lack of collateral, and perceptions of reduced creditworthiness, despite evidence showing that women are diligent in repayment and make sound investments.

The impact is particularly acute for rural and self-employed women, where 67.8% of rural women and 39.4% of urban women rely on self-employment as their primary livelihood (MoSPI, 2022). However, most of these enterprises remain small-scale, with 80% generating annual turnovers of less than ₹500,000 (USD 12,000) and 63% being home-based. Targeted measures, including financial literacy programs, easier access to credit, and market linkages, are essential to empower women entrepreneurs and enable their businesses to thrive.

Work-Life Balance and the Burden of Unpaid Work:

Dual responsibilities of managing family and business often lead to burnout and it Hinders focus on business growth and personal well-being. Balancing family responsibilities with business demands further strains women entrepreneurs, often leading to burnout. India's socio-cultural norms significantly skew the burden of unpaid care and domestic work towards women. The National Time Use Survey (2019) by MoSPI reveals that women spend 21% of their day on these responsibilities, compared to only 5% for men. This inequitable distribution of care work keeps many women out of the workforce. Globally, care work accounts for 41.6% of women's economic inactivity, but in India, this figure rises sharply to 78% (MoSPI, 2019). Recognizing and reducing this burden through supportive policies, such as affordable childcare and flexible work arrangements, is essential to increasing women's workforce participation.

Education and Skill Development:

Women entrepreneurs in India face significant challenges in accessing education and skills needed for business growth, particularly in high-demand fields like science, technology, engineering, and mathematics (STEM). The issue of the "leaky pipeline" persists, as a significant number of women exit STEM-related jobs or fail to progress in their careers, often within the first few years of employment (AISHE, 2019-20). This gap highlights the need for targeted initiatives, such as mentorship programs, business-oriented training, and policies fostering women's retention and advancement in STEM fields. By addressing these barriers, India can unlock the full potential of women entrepreneurs, driving innovation and economic growth in diverse sectors.

Professional Networking and Mentorship:

Professional networks and mentorship opportunities are often male-dominated, restricting women's access to strategic partnerships and business advice. Additionally, gender biases and stereotypes undermine confidence in women's entrepreneurial skills and reinforce discriminatory practices. For instance, women's participation in STEM fields, where innovation thrives, is growing but remains disproportionately low (AISHE Report, 2020).

Gender Bias and Stereotypes and the Digital Economy's Gender Divide

Discrimination and stereotypes about women's business acumen and technical expertise as it Undermines confidence and restricts opportunities. The digital divide disproportionately impacts women, restricting their access to information, resources, and opportunities critical for entrepreneurship and employment. Without targeted interventions, this gap perpetuates economic and social inequities, leaving women underrepresented in emerging sectors of the digital economy. Bridging this divide demands policies promoting digital literacy and

infrastructure, particularly in rural areas, to empower women with the skills needed to thrive in a technology-driven world.

Socio-Cultural Barriers and Violence

Public safety and socio-cultural constraints also hinder women's participation in economic activities. A study by the World Bank (2022) revealed that 75% of Indian women have experienced physical or sexual harassment in public spaces, further limiting their mobility and freedom to pursue employment or entrepreneurship. Such violence not only impacts individual well-being but also imposes a staggering economic cost of USD 6 trillion globally. Addressing these safety concerns through robust legal frameworks and community-based interventions is critical to creating a more inclusive economic environment.

Security concerns and lack of infrastructure for safe travel and accommodation and it limits participation in networking events, trade shows, and business meetings.

Women entrepreneurs face a host of structural and systemic challenges that hinder their ability to thrive and grow.

Pathways to Economic Empowerment Education and Its Impact on Women Entrepreneurs

Education is a cornerstone for empowering women and enabling their full participation in entrepreneurship. The All-India Survey on Higher Education (2021-22) highlights a significant increase in female enrolment, with a 32% rise in female students from 2014-15 to 2021-22. PM Modi (2024) has highlighted that woman recently is constituting 40% of the STEM enrolment in higher education recently is a positive sign This growth signals a trend toward narrowing the gender gap in higher education, especially in fields like Science, Technology, Engineering, and Mathematics (STEM). As women gain access to higher education, they acquire the necessary skills to compete in the formal economy, pursue entrepreneurial ventures, and drive innovation. However, ensuring women's continued engagement and progression in education is key to unlocking their potential in entrepreneurship.

Targeted Skill Development for Women Entrepreneurs

Tailored skill development programs are essential for fostering women-led businesses. Women with advanced degrees or vocational training often experience increased access to resources, networks, and confidence to overcome entrepreneurial barriers. According to the MSME Annual Report (2021-22), businesses led by educated women tend to create inclusive work environments, hire more women, and contribute to greater productivity and innovation. Therefore, investing in entrepreneurship-specific education programs that combine digital literacy, business management, and leadership skills will provide women with the tools necessary to thrive in competitive markets and overcome challenges like limited access to finance and technology.

Need for Vocational Training and Entrepreneurial Programs

Beyond formal education, vocational and entrepreneurial training programs are vital to empowering women as business leaders. These programs can help women navigate the complex challenges of entrepreneurship, such as securing financing, adopting new technologies, and entering diverse markets. When aligned with industry demands, vocational training equips women with practical, job-ready skills that directly contribute to their business success. For instance, skill-building initiatives focused on digital tools and innovation can help women break into technology-driven sectors, enabling them to create businesses that meet contemporary economic demands.

Bridging the Education Gap for Economic Growth

Closing the education gap and offering tailored skill-building opportunities for women is not just a moral imperative, but an economic one. Women with better education and skills are more likely to start businesses that generate jobs, drive innovation, and contribute to sustainable economic growth. The lack of access to higher education and specialized training often limits women's ability to enter competitive industries, thereby stifling the broader economic benefits of their potential. By focusing on inclusive educational policies and skill development programs, society can ensure that women have the tools and opportunities they need to succeed as entrepreneurs, benefitting both individuals and the larger economy.

Unlocking potential through policy and support

Indian women have expressed a strong willingness to work if employment opportunities are made available near or within their homes (Aarti Mohan, 2023). This willingness presents a tremendous opportunity to harness their potential through localized employment initiatives, skill development programs, and the promotion of micro-enterprises. Reducing barriers to entry for women in the workforce and entrepreneurship can transform their contributions into a significant driver of national growth. Policies aimed at reducing the care burden, bridging the digital divide, and addressing financial gaps can unlock women's potential as entrepreneurs and leaders.

Gender-Specific Loan Programs

Access to finance remains a critical barrier for women entrepreneurs. Expanding collateral-free loan schemes, such as the Stand-Up India initiative, can provide much-needed financial support. Additionally, establishing dedicated venture capital funds for women-led startups will encourage innovation and foster entrepreneurship by addressing gender disparities in investment. A report by the International Finance Corporation (2019) emphasizes that financing gaps persist, with 70.3% of women-owned enterprises underserved by formal financial institutions, underscoring the need for such targeted interventions.

Credit Enhancement Mechanisms

Reducing lender risk through government-backed credit guarantee schemes can incentivize financial institutions to extend credit to women entrepreneurs. Such mechanisms can bolster confidence among lenders and create a more inclusive financial ecosystem. The Reserve Bank of India's guidelines for priority sector lending and similar policies need to incorporate specific provisions to ensure women's access to credit (RBI Report, 2022).

Entrepreneurship Training

Embedding entrepreneurship-focused programs in higher education curricula is essential to equipping women with practical business skills. Workshops on marketing, leadership, and negotiation skills can enhance their ability to manage businesses effectively. For instance, the Skill India Mission has demonstrated the value of targeted training in enhancing employability and entrepreneurial capabilities (Skill India, 2023).

STEM and Digital Upskilling

Promoting STEM education among women can significantly diversify industry participation and boost innovation. Despite the encouraging statistic that women now constitute over 40% of STEM students in India (PM Modi, 2024), dedicated initiatives are required to upskill women in emerging technologies like artificial intelligence and data science, preparing them for leadership roles in tech-driven industries.

Women-Centric Networks

Building women-focused professional networks and incubators can provide mentorship, peer support, and access to critical resources. Programs like the WE-Hub in Telangana, India's first state-led incubator for women entrepreneurs, serve as a successful model that could be replicated nationwide to accelerate the growth of women-led ventures (WE-Hub, 2023).

Inclusive Events

Organizing inclusive trade fairs and expos focused on women-led businesses can provide platforms for showcasing products and services, building visibility, and fostering market linkages. These events not only promote women entrepreneurs but also create opportunities for networking and collaboration.

Awareness Campaigns

Highlighting the success stories of women entrepreneurs through media campaigns and community outreach can challenge gender stereotypes and inspire others to pursue entrepreneurship. For example, initiatives like the Beti Bachao Beti Padhao campaign have effectively used media to influence societal norms and attitudes (MoWCD, 2022).

Community Engagement

Family and community support are crucial for women's entrepreneurial success. Awareness programs engaging families to actively support women in their ventures can create a more enabling environment. Such efforts can help address cultural and societal constraints that often hinder women's progress.

Travel and Accommodation Safety

Ensuring safe travel and accommodation options is essential for increasing women's participation in networking events and business activities. Smart city initiatives incorporating safety measures like surveillance and emergency services can create an infrastructure conducive to women's mobility and entrepreneurship (MoHUA, 2023).

Streamlined Procedures

Simplifying administrative processes through single-window clearance systems can reduce the regulatory burden on women entrepreneurs. This can help foster a more business-friendly environment, as emphasized by India's improved ranking in the Ease of Doing Business report (World Bank, 2020).

Representation in Policy-Making

Ensuring adequate representation of women entrepreneurs in business chambers and policy forums is vital for addressing gender-specific challenges. Their inclusion can lead to more balanced and equitable policy decisions, reflecting the diverse needs of women-led enterprises.

NITI Aayog's Women Entrepreneurship Platform (WEP)

Since its launch in 2017, NITI Aayog's Women Entrepreneurship Platform (WEP) has been a transformative force in supporting women entrepreneurs across India. The platform addresses key challenges faced by women in business by focusing on six critical pillars: incubation and acceleration, entrepreneurship skilling and mentorship, marketing assistance, funding and financial aid, compliance and tax support, and fostering a sense of community through networking. These initiatives provide women with the essential resources and support to launch, sustain, and scale their businesses.

Entrepreneurial Ecosystem,

The broader entrepreneurial ecosystem, as identified by the MSME (2022), further emphasizes the need for effective solutions in specific areas. First, there's a critical demand for entrepreneurship promotion, which involves raising awareness and expanding knowledge about the diverse opportunities available for aspiring businesswomen. Second, easy and affordable access to finance is a key enabler, ensuring that women entrepreneurs are not hindered by the challenge of securing capital. Alongside financial support, there's a pressing need for comprehensive training and skill-building in both technical and business domains to equip women with the tools necessary for success.

Mentoring and networking also play a pivotal role in nurturing women entrepreneurs, providing them with guidance from industry experts and facilitating connections with like-minded peers. Market access—both domestic and global—remains essential for business growth, helping women expand their reach and opportunities. Finally, ensuring access to business, legal, and digital services can enhance operational efficiency and productivity, ensuring that women entrepreneurs thrive in an increasingly competitive marketplace.

Conclusion

In conclusion, while women entrepreneurs in India continue to overcome significant challenges, including limited access to finance, gender biases, and societal constraints, initiatives like the Women Entrepreneurship Platform (WEP) have proven to be essential in breaking down these barriers. The government's commitment to empowering women through various schemes has been a crucial catalyst, providing access to capital, mentorship, and skill development. However, the journey ahead requires continuous efforts to address the unique needs of women entrepreneurs, particularly in terms of financial support, networking, education, and market access. The future of women entrepreneurship in India lies in building an ecosystem that not only facilitates their entry into business but also nurtures their growth and success. By fostering an environment of inclusivity, skill-building, and mentorship, women entrepreneurs will not only drive economic growth but also contribute to societal change, paving the way for a more equitable and prosperous future. As we move forward, it is vital to continue focusing on systemic reforms and targeted policies that enable women to realize their full potential as leaders, innovators, and job creators. The path ahead is filled with opportunities, and with the right support, women entrepreneurs can continue to transform India's business landscape, one venture at a time.

References

- All India Survey on Higher Education (AISHE) 2021-2022 accessed at <https://pib.gov.in/PressReleasePage.aspx?PRID=1999713>
- Contribution of MSMEs to the GDP Posted On: 22 JUL 2024 4:29PM by PIB Delhi
Accessed at <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=2035073>
- Contribution Of Women Entrepreneurs Towards India's Economic Growth. How They Are Shaping The Future accessed at <https://news.abplive.com/business/international-womens-day-contribution-of-women-entrepreneurs-towards-india-s-economic-growth-how-they-are-shaping-the-future-1586785>
- Decoding government support to women entrepreneurs in India, the anatomy of

- entrepreneurship support schemes (2022), MSC Accessed at <https://www.niti.gov.in/sites/default/files/2023-03/Decoding-Government-Support-to-Women-Entrepreneurs-in-India.pdf>
- Gender Disparity: Only 14% of entrepreneurs in India are women
<https://www.cnbtv18.com/economy/gender-disparity-only-14-of-entrepreneurs-in-india-are-women-18823391.htm>
- International Finance Corporation case Study (2022) 'Opportunities and Constraints of Women Owned Very Small Enterprises in India' accessed at <https://www.ifc.org/en/insights-reports/2022/opportunities-and-constraints-of-wvses-in-india>
- Invest India (2024) MSMEs: The Backbone of India's Economic Future
<https://www.investindia.gov.in/blogs/msmes-backbone-indias-economic-future> Participation of Women In SSI sector accessed at <https://www.dcmsme.gov.in/ssiindia/census/ch11.htm>
- PM Modi (2024) address at the International Telecommunication Union -World Telecommunication Standardisation Assembly and the India Mobile Congress 2024 accessed
At <https://theunitedindian.com/news/blog?Women-in-STEM-in-India&b=340&c=2#:~:text=Recently%2C%20PM%20Modi%20while%20addressing,of%20students%20in%20STEM%20education.>
- Soutik Biswas (2024) Why female entrepreneurs are key to getting more women to work, 29 October 2024, BBC
<https://www.bbc.com/news/articles/c4g0g5005ggo>
- State of India's Livelihoods Report 2024 Ed Yamini Atmavilas, Access Development Services 22, Ground Floor, Hauz Khas Village New Delhi 110016
www.accessdev.org
- Tina Mittal (2024) The rise of women in entrepreneurial roles in India dated Mar 08, 2024 <https://economictimes.indiatimes.com/small-biz/entrepreneurship/the-rise-of-women-in-entrepreneurial-roles-in-india/articleshow/108317138.cms?from=mdr>
- Tushar Arora (2022) Beti Kamao: Empowering India's Micro-Level Women Entrepreneurs, <https://blogs.worldbank.org/en/endpovertyinsouthasia/beti-kamao-empowering-indias-micro-level-women-entrepreneurs>
- World Economic Forum, Equity, Diversity and Inclusion How female entrepreneurs in India succeed despite funding challenges
<https://www.weforum.org/stories/2023/07/female-entrepreneurs-india-success-despite-funding-gap/>

Woman Entrepreneurs in India - Role and Challenges

Dr. G. Yella Krishna,

Lecturer in Economics, Silver Jubilee Government College, Kurnool.

Email: drgyellakrishna@gmail.com Cell: 9985116122.

Abstract

Women entrepreneurs in India are playing a transformative role in shaping the nation's economy and society. They contribute significantly to job creation, innovation, and inclusive growth across a wide range of industries, from traditional sectors like textiles and agriculture to modern fields such as technology and e-commerce. Their entrepreneurial ventures are not only driving economic productivity but also fostering social empowerment, especially in rural and semi-urban areas. Women entrepreneurs often emerge as agents of change, promoting sustainability and inclusivity while challenging societal norms.

Despite their growing influence, women entrepreneurs face a multitude of challenges that hinder their potential. Financial constraints, including limited access to credit and funding, remain a significant barrier. Gender biases and societal stereotypes further compound these issues, creating a male-dominated entrepreneurial ecosystem that limits women's opportunities. Balancing professional ambitions with family responsibilities poses additional hurdles. Furthermore, the lack of access to education, skill development, and mentorship significantly restricts their ability to scale their businesses, especially in rural areas.

Efforts to support women entrepreneurs have gained momentum through government initiatives like “**Stand-Up India**” and “**Mudra Yojana**”, which provide financial assistance and skill training. Digital platforms and technology have also played a pivotal role in breaking barriers, enabling women to reach broader markets and operate efficiently. However, overcoming entrenched socio-cultural challenges requires a collective effort involving government, private sector, and societal support. Women entrepreneurs have the potential to be at the forefront of India's development, driving both economic growth and social progress. Addressing the challenges they face and creating an enabling environment is essential to unlocking their full potential and ensuring an equitable and prosperous future for the country.

Keywords: Women entrepreneurs, financial barriers, gender equality, socio-cultural norms, skill development, government initiatives, economic empowerment, sustainable development.

Introduction:

Entrepreneurship is a cornerstone of economic growth and social development, and in recent decades, women entrepreneurs have emerged as a powerful force in transforming economies worldwide. In India, the rise of women entrepreneurs is not merely a testament to their growing aspirations but also reflects the gradual dismantling of socio-cultural barriers that have historically limited their participation in the business domain. Women entrepreneurs are no longer confined to traditional, small-scale enterprises; they are now venturing into diverse and dynamic sectors such as technology, healthcare, education, e-commerce, and renewable

energy. Their contributions extend beyond economic benefits, fostering innovation, sustainability, and gender equality.

The role of women entrepreneurs in India is multifaceted and transformative. By creating jobs, introducing novel business models, and addressing social issues through their ventures, they have significantly impacted both urban and rural economies. Women-led businesses often focus on community-oriented solutions, sustainability, and inclusivity, making them agents of social change. In rural India, women entrepreneurs in self-help groups have been instrumental in promoting microfinance, small-scale industries, and grassroots development. In urban areas, women leaders are driving startups and tech enterprises, contributing to India's status as a global innovation hub.

However, the journey of women entrepreneurs in India is fraught with challenges. Financial barriers, such as limited access to credit and investment, remain a significant hindrance. Women often struggle to secure funding due to systemic gender biases and a lack of collateral. Socio-cultural norms also pose hurdles, as traditional expectations place a disproportionate burden of family and domestic responsibilities on women, limiting their ability to focus on entrepreneurial ventures. Furthermore, a lack of access to quality education, skill development programs, and mentorship restricts the growth and scalability of women-led businesses, particularly in rural regions.

Despite these challenges, various initiatives are driving change. The Indian government has introduced several programs, such as **“Stand-Up India”**, **“Mudra Yojana”**, and **“Beti Bachao Beti Padhao”**, aimed at empowering women entrepreneurs through financial aid, training, and awareness campaigns. Technology and digital platforms have also emerged as game-changers, enabling women to overcome geographic and societal barriers by providing market access and visibility. Non-governmental organizations (NGOs) and private sector initiatives are complementing these efforts by offering mentorship, networking opportunities, and advocacy for gender equality in business.

The rise of women entrepreneurs in India is a critical step toward achieving inclusive growth and social progress. However, addressing the systemic and cultural challenges they face is crucial to unlocking their full potential. Collaborative efforts by government, private organizations, and society are needed to create an enabling ecosystem that fosters women's entrepreneurship. By doing so, India can not only achieve greater economic prosperity but also build a more equitable and sustainable future.

Women entrepreneurs in India & Sectoral Distribution:

Women entrepreneurs in India have made significant strides across various sectors, contributing to the nation's economic growth and social development. According to the Sixth Economic Census, women own approximately 13.76% of the total establishments in India, amounting to about 8.05 million out of 58.5 million establishments.

- i. **Micro, Small, and Medium Enterprises (MSMEs):** Women own about 20.37% of MSMEs in India, contributing significantly to employment and economic activities.

- ii. **Agriculture and Allied Sectors:** In rural areas, women constitute a substantial portion of the labor force in agriculture. Their involvement ranges from traditional farming to agro-based industries, playing a crucial role in food production and related sectors.
- iii. **Technology and Startups:** Despite challenges, women are making inroads into the technology sector. However, there exists a significant gender funding gap, with only 0.3% of venture capital funding in 2021 going to women-led startups.
- iv. **Traditional Industries:** Women continue to play a vital role in traditional industries such as textiles, handicrafts, and cottage industries, often operating through self-help groups and cooperatives.

Role of Women Entrepreneurs in India:

Women entrepreneurs in India play a transformative and multi-dimensional role in the nation's socio-economic development. Their contributions extend across various sectors, bringing innovation, inclusivity, and sustainability to business practices. Here are the key aspects of their role:

1. Social Empowerment

- Women entrepreneurs promote social empowerment by challenging traditional gender roles and stereotypes.
- They serve as role models, inspiring other women to pursue entrepreneurial ventures and achieve financial independence.

2. Rural Development

- In rural India, women entrepreneurs are pivotal in driving grassroots development.
- Through self-help groups (SHGs) and micro-enterprises, they contribute to local economies, promote sustainable practices, and enhance community welfare.

3. Innovation and Sustainability

- Women entrepreneurs are introducing innovative solutions to societal and environmental challenges.
- They often focus on sustainable business practices, creating eco-friendly products and promoting responsible consumption.

4. Promoting Gender Equality

- By breaking barriers in traditionally male-dominated industries, women entrepreneurs advocate for gender equality in the workforce.
- Their success challenges societal norms and promotes an inclusive entrepreneurial ecosystem.

5. Community Development

- Many women-led businesses address social issues such as education, healthcare, and poverty alleviation.
- They contribute to community welfare by reinvesting in local infrastructure and social initiatives.

6. Contribution to Emerging Sectors

- Women are increasingly venturing into technology, e-commerce, renewable energy, and digital platforms.

- Their participation is enhancing India's competitiveness in global markets and driving technological advancements.

7. Economic Growth and Job Creation

- Women entrepreneurs contribute significantly to India's GDP by establishing businesses in diverse sectors, from traditional industries like textiles and handicrafts to modern fields like technology and healthcare.
- They play a vital role in job creation, particularly in the Micro, Small, and Medium Enterprises (MSME) sector, where women-owned enterprises constitute about 20% of the total.

8. Role in Family Businesses

- Women often play critical roles in managing family-owned businesses, bringing diverse perspectives and enhancing operational efficiency.

Women entrepreneurs are not just economic contributors but also agents of social change and innovation. Their role in India's development is crucial for achieving inclusive growth and sustainable progress. By empowering women entrepreneurs and addressing the challenges they face, India can unlock their full potential, creating a more equitable and prosperous future.

Challenges of Women Entrepreneurs in India:

Women entrepreneurs in India face numerous challenges that hinder their ability to thrive and scale their businesses. These challenges are rooted in socio-cultural norms, financial constraints, and structural barriers, creating a complex environment for women to navigate in the entrepreneurial ecosystem.

1. Socio-Cultural Barriers

- *Gender Stereotypes:* Traditional societal norms often prioritize domestic responsibilities over professional ambitions for women, leading to a lack of support from families and communities.
- *Work-Life Balance:* Women entrepreneurs struggle to balance the dual responsibilities of managing their businesses and fulfilling family obligations.

2. Financial Constraints

- *Limited Access to Funding:* Women often face difficulties in obtaining loans and investments due to a lack of collateral and biases within financial institutions.
- *Self-Financing Dependency:* A large proportion of women-led enterprises are self-financed, limiting their ability to scale.

3. Lack of Education and Skill Development

- Many women, particularly in rural areas, lack access to quality education and entrepreneurial skill training.
- Limited exposure to modern business practices and technologies hampers their ability to compete in dynamic markets.

4. Networking and Mentorship

- Women entrepreneurs have fewer opportunities to participate in professional networks and mentorship programs.

- A lack of guidance and connections with industry leaders restricts their growth prospects.

5. Male-Dominated Business Ecosystem

- The entrepreneurial ecosystem in India is predominantly male-dominated, leading to challenges in accessing markets, funding, and partnerships.
- Women often face discrimination and are not taken seriously as business leaders.

6. Legal and Regulatory Hurdles

- Navigating the complexities of compliance, taxation, and licensing processes can be overwhelming, especially for first-time women entrepreneurs.
- The lack of gender-sensitive policies in some areas adds to the challenges.

7. Limited Market Access

- Women entrepreneurs, particularly in rural areas, often struggle to access larger markets and establish distribution channels for their products.
- E-commerce and digital platforms, while helpful, are not fully accessible to all due to a lack of digital literacy.

8. Inadequate Infrastructure

- Poor infrastructure in rural areas, including transportation, electricity, and internet connectivity, hampers the growth of women-led businesses.

9. Fear of Failure and Risk Aversion

- Women entrepreneurs often exhibit a higher fear of failure due to societal pressures and the stigma attached to business losses.
- This risk-averse mindset can limit innovation and expansion opportunities.

10. Safety Concerns

- Personal safety concerns can restrict women's mobility, especially in rural areas or during late hours, limiting their ability to network and grow their businesses.

Government Initiatives:

To address the above challenges, the Indian government has launched several schemes aimed at empowering women entrepreneurs:

- **Stand-Up India:** This initiative facilitates bank loans between ₹10 lakh and ₹1 crore to at least one Scheduled Caste (SC) or Scheduled Tribe (ST) borrower and at least one-woman borrower per bank branch for setting up a greenfield enterprise.
- **Mudra Yojana:** Under this scheme, women can avail loans up to ₹10 lakh to start or expand small businesses.
- **Mahila E-Haat:** An online marketing platform to support women entrepreneurs, artisans, and NGOs for showcasing products made/manufactured/sold by them.

These initiatives aim to enhance financial inclusion, provide skill development, and offer market access to women entrepreneurs across various sectors.

Conclusion:

Women entrepreneurs in India are pivotal in driving economic growth, fostering innovation, and promoting social empowerment. Their ventures contribute significantly to job creation, sustainability, and gender equality, highlighting their transformative role in society. However, challenges such as financial constraints,

socio-cultural barriers, and limited access to education and mentorship continue to impede their progress. Overcoming these obstacles requires collaborative efforts from the government, private sector, and communities to create an inclusive and supportive entrepreneurial ecosystem. By empowering women entrepreneurs, India can unlock their full potential, ensuring equitable development and positioning them as key drivers of the nation's progress.

References:

Economic Census 2016 - Ministry of Statistics and Programme Implementation (MOS PI).

Women Entrepreneurs in India: Barriers to Success - Startup India.

Women Entrepreneurs in India: Challenges and Opportunities - IMF.

Gender and Entrepreneurship in India: Role and Challenges - IWWAGE.

Women Entrepreneurs: Trends and Insights - World Economic Forum.

Women in India: Status, Challenges, and the Way Forward - Wikipedia

Women In Science And Technology And Management

Nallam Nagamani¹

Lecturer In Computer Applications

E-Mail Id : Nallamnagamani7@Gmail.Com

T.Kullayappa²

Lecturer In Computer Applications

E-Mail Id: Shatk222@Gmail.Com

Government Degree College For Women, Madanapalle

Abstract:

In order to promote innovation, advance society, and achieve sustainable development, women's contributions to science, technology, and management are essential. Because of structural obstacles like gender bias, societal preconceptions, and restricted access to leadership opportunities, women continue to be underrepresented in these sectors despite their tremendous historical achievements. These obstacles prevent them from fully participating in and having an impact on important fields including organizational leadership, scientific research, and technology growth.

Future generations are inspired by the remarkable qualities of women in various disciplines, who continue to break down boundaries. Their participation fosters innovation, collaboration, and decision-making, highlighting the value of gender diversity in tackling global issues.

This abstract emphasizes the significance of integrating women in science, technology, and management and the necessity of ongoing activism, policy support, and cultural change.

Introduction:

Science, technology, and management have all played a significant role in the advancement of society and the economy. However, gender differences have long been a feature of these domains. Women are still underrepresented in technical, leadership, and research roles despite small advancements. Developing an equal future requires an understanding of the causes of this underrepresentation.

Barriers to Women's Participation

Social and Cultural Norms

- Girls are frequently deterred from pursuing STEM (science, technology, engineering, and mathematics) education and careers by traditional gender norms and prejudices.
- Women are disproportionately responsible for taking care of their families, which makes it harder for them to grow in their careers.

Workplace Difficulties

- Discrimination and gender bias are still present in employment, promotions, and day-to-day encounters.
- In sectors where men predominate, women lack networking opportunities and mentorship.
- The "leaky pipeline" issue, which states that unwelcoming workplaces and a lack of support cause women to leave STEM fields at a higher rate than men.

Institutional and Policy Gaps

- Inadequate parental and maternity leave regulations.
- A dearth of reasonably priced childcare options.
- Inequities in the distribution of resources for professional development and research, as well as the gender wage gap

Contributions of Women in Science, Technology, and Management

Notable Accomplishments

Women in science and technology were made possible by historical trailblazers. The first female Nobel laureate and the first individual to receive the honors in both physics and chemistry, Marie Curie was a pioneer in the study of radioactivity.

Rosalind Franklin: The double-helix structure of DNA was discovered thanks in large part to her work on X-ray diffraction.

Jennifer Doudna is credited with co-developing CRISPR-Cas9, which revolutionized biotechnology and genetic editing.

Ada Lovelace invented algorithms for Charles Babbage's first mechanical general-purpose computer, and she is frequently referred to as the first computer programmer.

Grace Hopper laid the groundwork for contemporary programming by creating the first computer language compiler.

The "Mother of the Internet" is **Radia Perlman**, who created the Spanning Tree Protocol (STP). The former CEO of PepsiCo, Indra Nooyi, revolutionized the business by emphasizing sustainability and healthier goods.

Sheryl Sandberg: author of *Lean In*, former COO of Facebook, and supporter of women in leadership positions.

The first female CEO of a major international automaker is **Mary Barra** of General Motors.

Effects on Development and Innovation

- Research indicates that gender-diverse and other varied teams outperform others in terms of creativity and problem-solving.
- Initiatives driven by women have made substantial progress in fields including artificial intelligence, healthcare, and environmental sustainability.

Obstacles Encountered

Gender Bias: Preconceived notions regarding women's aptitude for leadership and STEM fields are common.

Workplace Inequality: There are still differences in compensation, opportunities for advancement, and recognition.

Women continue to be underrepresented in STEM disciplines, especially in positions of high authority.

Strategies for Enhancing Women's Representation

Reforms in Education

- Promote girls' involvement in STEM by exposing them to science and technology at a young age.
- Offer financial aid and other incentives to women who want to study management and STEM in college.

Interventions at Work

- To guarantee equal chances, enforce anti-discrimination laws and procedures.
- Create sponsorship and mentoring initiatives to aid women's professional development.
- Establish flexible work arrangements, such as remote work choices and family-friendly guidelines, to meet a range of demands.

Policy Advocacy:

- Promote more robust laws that enable family leave and address the gender pay gap.
- Encourage groups and projects that highlight women in management, research, and technology.

TheFuture

The fields of science, technology, and management are changing as a result of the movement for gender equality. Achieving equity and maximizing the contributions of women require sustained efforts in mentoring, policymaking, and social support.

Women's contributions to management, science, and technology have had a significant role in forming contemporary civilization. Despite institutional obstacles, women have demonstrated their capacity for innovation, leadership, and success through ground-breaking discoveries and revolutionary leadership. Fostering a more inclusive future still requires addressing obstacles like gender bias and underrepresentation.

In addition to fostering equity, empowering women via education, mentoring, and supporting legislation advances these areas. We can guarantee that the entire range of talent participates to the developments that will shape our shared future if we keep advocating for diversity and inclusion.

Conclusion

Women's participation in science, technology, and management is essential for achieving global innovation, economic prosperity, and social equity. Despite persistent challenges, progress is being made through education, policy reforms, and advocacy. By fostering inclusive environments and providing equal opportunities, we can unlock the full potential of women in these critical domains. Their contributions will not only advance their fields but also create a more equitable and sustainable future for all.

References

UNESCO. (2022). *Cracking the Code: Girls' and Women's Education in STEM*.

Catalyst. (2021). *Women in Science, Technology, Engineering, and Mathematics (STEM): Quick Take*.

McKinsey & Company. (2020). *Diversity Wins: How Inclusion Matters*.

Marie Curie

Pasachoff, N. (1996). *Marie Curie and the Science of Radioactivity*. Oxford University Press.

Rosalind Franklin

Maddox, B. (2003). *Rosalind Franklin: The Dark Lady of DNA*. Harper Perennial.

Jennifer Doudna and CRISPR

Doudna, J., & Sternberg, S. (2017). *A Crack in Creation: Gene Editing and the Unthinkable Power to Control Evolution*. Houghton Mifflin Harcourt.

Ada Lovelace

Toole, B. A. (1992). *Ada, the Enchantress of Numbers*. Mill Valley: Strawberry Press.

Grace Hopper

Beyer, K. W. (2009). *Grace Hopper and the Invention of the Information Age*. MIT Press.

Radia Perlman

Perlman, R. (2000). *Interconnections: Bridges, Routers, Switches, and Internetworking Protocols*. Addison-Wesley.

Indra Nooyi

Nooyi, I. (2018). *My Life in Full: Work, Family, and Our Future*. Penguin Random House.

Women In The Development Of Science, Technology, And Management In India

M. Surya Sekhar Reddy,

Lecturer in Physics, Government Degree College for Women, Madanapalle,
Annamayya Dist. A.P.-517325. Email.id: msreddydl@gmail.com

Abstract

This paper delves into the pivotal role of women in the development of science, technology, and management in India. By tracing their historical contributions, current achievements, and challenges, the research emphasizes their indispensable role in shaping the nation. Key figures, policies, and initiatives aimed at fostering gender equality are also discussed, offering a roadmap for empowering women in these fields.

Keywords: Vedic era, Ancient India, Kalpana Chawla, HCL Technologies, Indian Cancer-Research Centre

Introduction

Women have played a crucial role in shaping the intellectual and technological growth of civilisations. In India, the landscape of science, technology, and management has seen notable contributions from women despite systemic barriers. This paper explores their journey, focusing on their achievements, challenges, and the structural changes necessary for fostering an inclusive environment.

Historical Perspective

Women in Ancient India

Ancient India was a period of relative gender equality in intellectual pursuits. Female scholars like Gargi and Maitreyi were integral to philosophical and scientific discourse. Gargi's participation in debates with sages highlights the acceptance of women in intellectual spaces during the Vedic era. Similarly, women's knowledge of herbal medicine and agriculture underscored their contributions to science and technology at the grassroots level.

Colonial Period

The advent of colonial rule imposed Victorian ideals that restricted women's access to education and professions. Despite this, trailblazers emerged:

Anandibai Joshi, India's first female physician, broke societal norms by pursuing medical studies in the U.S.

Anandibai Joshi's journey to becoming India's first female physician is a tale of courage, determination, and an unyielding pursuit of knowledge. Born in 1865 in Kalyan, Maharashtra, Anandibai faced immense societal resistance at a time when women's education was frowned upon, let alone their pursuit of professional careers. Married at the age of nine, she found an unlikely supporter in her husband, Gopalrao Joshi, who encouraged her education and shared her vision of becoming a doctor. This vision was shaped by personal tragedy, losing her infant son due to inadequate medical care, which fuelled her resolve to study medicine and serve women in India who lacked access to proper healthcare. Defying conventional expectations, Anandibai travelled to the United States in 1883 to study medicine at the Woman's

Medical College of Pennsylvania, enduring cultural isolation and health challenges. In 1886, she graduated with an MD, becoming the first Indian woman to achieve this milestone. Despite her untimely death at the age of 22, Anandi Bai's legacy endures as a beacon of inspiration for generations of women aspiring to overcome societal barriers and make a difference in the world. Her story is a testament to the transformative power of education and resilience in the face of adversity.

Kadambini Ganguly, the first Indian woman to practice medicine, championed gender equality in professional spaces. Their perseverance set a precedent for future generations to challenge societal limitations

Kadambini Ganguly, born in 1861 in Bhagalpur, Bihar, was a trailblazer whose extraordinary journey paved the way for countless women in India. She shattered societal expectations by becoming one of the first women to graduate from Calcutta University and the first Indian woman to practice Western medicine. Enrolling at the Calcutta Medical College in the 1880s, Kadambini faced intense scrutiny and resistance from a patriarchal society that questioned a woman's place in higher education and professional fields. Undeterred, she excelled in her studies and became a practising physician, specializing in gynaecology. Beyond her medical contributions, Kadambini was an outspoken advocate for women's rights, lending her voice to the Indian National Congress and working tirelessly to improve women's access to education and employment. Her relentless pursuit of equality not only broke barriers in medicine but also inspired future generations to challenge societal norms and strive for gender parity in professional spaces.

Women in Science

Pioneering Contributions

Women scientists have contributed immensely to various fields:

Kamal Ranadive, a pioneering cell biologist, made groundbreaking advancements in cancer research at a time when opportunities for women in science were limited. Her work on the links between cancers and hereditary genes continues to influence modern oncology.

Kamal Ranadive, a pioneering Indian cell biologist, carved a niche for herself in the field of cancer research at a time when opportunities for women in science were limited. Born in 1917 in Pune, Maharashtra, Ranadive displayed an early aptitude for science, which led her to earn a doctorate in cytology, the study of cells. Joining the Indian Cancer Research Centre (ICRC) in Mumbai, she made groundbreaking discoveries, including the intricate links between certain cancers and hereditary genes.

Her work in identifying how environmental and genetic factors influence cancer development has left an indelible mark on oncology, shaping diagnostic and treatment strategies worldwide. Beyond her research, Ranadive was deeply committed to mentoring young scientists, especially women, encouraging them to overcome societal and institutional barriers in science. She also contributed to establishing India's first tissue culture research laboratory, furthering advancements in biomedical science. Ranadive's legacy continues to inspire aspiring scientists to pursue excellence in research.

Kalpna Chawla, an astronaut of Indian origin, inspired millions with her work in aerospace engineering, representing India on the global stage.

Kalpna Chawla, the first woman of Indian origin to travel to space, remains a symbol of perseverance, innovation, and global achievement. Born in 1961 in Karnal, Haryana, she defied societal expectations to pursue her passion for aerospace engineering. After earning a degree in aeronautical engineering from Punjab Engineering College, she furthered her education in the United States, obtaining a master's and a doctorate in aerospace engineering. Chawla's relentless determination led her to join NASA in 1994, where she became a mission specialist and robotic arm operator on her first spaceflight aboard the Space Shuttle Columbia in 1997. Her career exemplified the pinnacle of dedication to science and exploration. Tragically, her life was cut short during the Columbia disaster in 2003. Yet, her legacy endures, inspiring millions of young women worldwide to dream big and pursue careers in science and technology, breaking barriers to achieve the extraordinary.

Current Achievements

Tessy Thomas, famously known as the "Missile Woman of India," has become an inspirational figure in the field of defence technology.

Born in 1963 in Alappuzha, Kerala, Thomas showed an early aptitude for science and mathematics, pursuing her engineering degree in electrical engineering and later specializing in guided missile technology at the Institute of Armament Technology, Pune. Joining the Defence Research and Development Organisation (DRDO) in the 1980s, she rose through the ranks due to her remarkable expertise and leadership. Thomas played a pivotal role in the design and development of the Agni series of ballistic missiles, especially Agni-IV and Agni-V, which significantly bolstered India's strategic defence capabilities. Her leadership and technical acumen shattered gender stereotypes in a male-dominated field, making her an icon for aspiring women in science and engineering. Tessy Thomas's journey is a testament to perseverance and innovation, inspiring countless young minds to aim high and break barriers.

Gagandeep Kang, a leading virologist, has been instrumental in vaccine development, particularly for rotavirus, which causes severe diarrhoea in children. These women exemplify how Indian women are breaking barriers in male-dominated fields.

Born in 1962 in Tamil Nadu, she pursued her MBBS and MD at Christian Medical College, Vellore, where her interest in microbiology and infectious diseases took root. Kang's career has been defined by her relentless dedication to improving child health, particularly through her pioneering work on rotavirus vaccines. Her research played a key role in developing India's first indigenous rotavirus vaccine, which addresses severe diarrhoea, a major cause of infant mortality.

As the first Indian woman elected to the Fellowship of the Royal Society in 2019 for her scientific achievements, Kang exemplifies the heights women can reach in STEM fields. Beyond her scientific contributions, she advocates for equitable healthcare and the role of science in policymaking, inspiring a generation of women to break barriers and lead transformative changes in global health.

Challenges in the Scientific Domain

Despite their achievements, women face systemic hurdles such as:

Gender bias: Women often struggle to gain recognition for their contributions.

Resource allocation: Female scientists frequently have limited access to funding and mentorship.

Women in Technology

Key Figures in Technology

India's booming IT sector has seen remarkable contributions from women:

Sudha Murthy: A Tech Pioneer and Inspirational Role Model

Sudha Murthy, a trailblazer in the tech industry and co-founder of Infosys, has redefined the possibilities for women in technology and philanthropy. Born in 1950 in Karnataka, she excelled in academics, becoming the first female engineering student at the prestigious B.V.B. College of Engineering. Her determination to challenge gender stereotypes was evident early on when she wrote a letter to Tata Motors questioning their policy of not hiring women engineers. This bold move earned her a position in the company. Murthy's pivotal role in the early days of Infosys, which she co-founded with her husband, Narayana Murthy, involved providing financial and moral support that helped shape the company into a global IT leader. Beyond her technical contributions, Sudha Murthy is celebrated for her philanthropic endeavours and literary works that champion education, empowerment, and rural development. Her journey continues to inspire countless women to dream big and break barriers in technology and beyond.

Roshni Nadar Malhotra: A Visionary Leader in Technology and Business

Roshni Nadar Malhotra, CEO of HCL Technologies, has emerged as one of India's most influential female leaders in the technology sector. Born in 1982 in New Delhi, she graduated from Northwestern University with a focus on communication and pursued an MBA from the Kellogg School of Management. Although she initially worked in the media industry, her transition into technology marked a significant chapter in her career. In 2009, she joined HCL Technologies, a global IT giant founded by her father, Shiv Nadar, and quickly proved her mettle through strategic decision-making and visionary leadership. As CEO, she has driven the company's growth while emphasizing sustainability, innovation, and global expansion. Roshni is also deeply committed to social impact through the Shiv Nadar Foundation, which focuses on education and empowerment for underprivileged communities. Her journey as a leader and philanthropist inspires countless women to excel in technology and contribute meaningfully to society.

Startups and Innovation

The rise of female entrepreneurs in technology highlights their growing influence:

Initiatives like SHE-BOX (a complaint mechanism for sexual harassment) and the Women Entrepreneurship Platform have encouraged women to venture into tech startups.

Companies founded by women, such as Zivame and ShopClues, have revolutionized e-commerce in India.

Challenges in Tech

The tech sector still struggles with issues such as:

Gender disparity in STEM (Science, Technology, Engineering, Mathematics) education, with fewer women pursuing these fields.

A lack of representation in leadership roles, perpetuates the glass ceiling.

Women in Management

Women Leaders in Management

Indian women have excelled in management, both domestically and globally: **Indra Nooyi**, former CEO of PepsiCo, redefined corporate leadership with her focus on sustainable growth and is celebrated as one of the most influential business leaders of our time.

Born in 1955 in Chennai, India, Nooyi's journey from modest beginnings to becoming a global icon in corporate leadership is a testament to resilience, determination, and visionary thinking. After earning her MBA from the Indian Institute of Management, Calcutta, and a master's degree from Yale School of Management, she joined PepsiCo in 1994. Rising to the position of CEO in 2006, Nooyi led the company for over a decade, emphasizing sustainable growth and innovation. Under her leadership, PepsiCo adopted the "Performance with Purpose" strategy, balancing financial success with environmental sustainability and societal impact. Her initiatives included diversifying the product portfolio to include healthier options and reducing the company's carbon footprint. A trailblazer in a male-dominated industry, Nooyi's legacy continues to inspire leaders worldwide, particularly women aspiring to break barriers in corporate governance.

Kiran Mazumdar-Shaw, founder of Biocon, has been a pioneer in biotechnology and is recognized as one of the most influential women in business.

Born in 1953 in Bengaluru, Karnataka, she initially aspired to become a brewmaster, a field virtually inaccessible to women in India at the time. After earning a degree in brewing from Ballarat College, Australia, she returned to India only to face gender-based barriers in the male-dominated industry. Undeterred, Mazumdar-Shaw pivoted to biotechnology and established Biocon in 1978 with minimal capital and a makeshift office in a garage. Through visionary leadership, she transformed Biocon into a global biopharmaceutical leader, focusing on affordable healthcare solutions such as insulin and biosimilars. Her work has revolutionized access to critical medicines, particularly in developing countries. A vocal advocate for innovation, women's leadership, and equitable healthcare, Mazumdar-Shaw has earned international accolades for her contributions. Her inspiring journey underscores the power of perseverance in overcoming societal and professional limitations.

Women in Corporate India

Despite significant progress, women hold only a small percentage of boardroom positions. The Companies Act amendment mandating at least one female director has been a step toward addressing this disparity.

Barriers to Entry and Growth

Challenges faced by women in management include:

Persistent stereotypes about women's capabilities in decision-making roles.

Work-life balance issues that disproportionately affect women due to societal expectations.

Policies and Reforms

The government and private organizations have introduced numerous initiatives to promote gender equality:

Beti Bachao Beti Padhao emphasizes girls' education, fostering interest in STEM fields.

Fellowships like the DST Women Scientists Scheme provide funding for women returning to research after career breaks. NGOs like SEWA (Self-Employed Women's Association) work to empower women through skill-building programs.

Case Studies

Grassroots Innovations

Women in rural India have demonstrated remarkable innovation, such as:

- Designing low-cost agricultural tools to aid women farmers.
- Developing renewable energy solutions like biogas plants.

Breaking Stereotypes

Stories of women entering traditionally male-dominated fields, such as construction and mechanics, are inspiring. For example, Pink Auto Services in Jaipur employs female auto drivers, challenging societal norms.

Future Prospects

The future for women in science, technology, and management in India looks promising:

Increasing representation in STEM education is expected to lead to more female professionals.

The rise of women-led startups signals a shift in entrepreneurial culture.

Policy reforms focusing on gender parity are likely to accelerate women's participation in leadership roles.

Conclusion

Women have played an instrumental role in India's scientific, technological, and managerial development. While progress has been made, much remains to be done to overcome systemic challenges. By addressing these issues, India can unlock the full potential of its female workforce, driving innovation and growth for the nation.

References

Indian Academy of Sciences. (2021). *Women in Science: A Report on Gender Parity*.

Government of India. (2020). *National Policy for Women 2016: Building Gender Parity*.

UN Women. (2020). *Closing the Gender Gap in STEM: A Global Perspective*.

Rachel Ignatofsky. (2017). *Women in Science: 50 Fearless Pioneers Who Changed the World*.

Ministry of Women and Child Development. (2022). *Annual Report on Women's Empowerment Programs*.

Empowering Equality: AI As a Catalyst for Women Entrepreneurs and Their Ventures

N.V. Raghu Babu,

Head-Training & Placement, Accredited By Nba, Naac A Grade, Autonomous
Rise Krishna Sai Group Of Institutions (Integrated Campus), Nh-16, Valluru (Village & Post), Ongole-523272, Prakasam District,
A.P.Tpo@Risekrishnasaiprakasam.Edu.In

Abstract:

This paper explores the role of Artificial Intelligence (AI) in empowering women entrepreneurs by enhancing their ability to innovate, scale their businesses, and compete in the global market. AI tools provide access to resources, enhance decision-making, automate repetitive tasks, and open new avenues for business opportunities. While gender equality in entrepreneurship is still a challenge, AI offers potential solutions to bridge this gap and support women in their entrepreneurial ventures. By examining the impact of AI, this paper highlights how AI is becoming a catalyst for fostering entrepreneurship among women and provides recommendations for maximizing this potential.

Introduction

Women entrepreneurship has witnessed significant growth over the last few decades, but challenges remain in achieving true gender equality in business. Issues such as unequal access to capital, limited networking opportunities, and social biases have historically hindered women's entrepreneurial success. However, the rise of Artificial Intelligence (AI) has begun to disrupt traditional business paradigms, offering women new tools and opportunities to overcome these barriers. AI, with its ability to automate processes, analyze data, and optimize decision-making, has the potential to level the playing field for women entrepreneurs.

This paper explores how AI can act as a catalyst for empowering women in their entrepreneurial ventures by providing tools for innovation, increasing efficiency, and opening up new markets.

Challenges Faced by Women Entrepreneurs

Women entrepreneurs often face systemic challenges that hinder their ability to thrive. These challenges can be categorized into:

1. **Access to Funding:** Studies have shown that women entrepreneurs struggle more than men to secure venture capital and other funding options. A combination of gender bias, risk aversion, and fewer networking opportunities limits their chances of receiving investment.
2. **Limited Networks and Mentorship:** Women entrepreneurs often lack the same networks that male entrepreneurs benefit from. These networks provide access to mentorship, resources, and business opportunities that are crucial for business growth.
3. **Socio-Cultural Barriers:** In many cultures, women face societal expectations that prioritize family responsibilities over business ventures.

These cultural constraints can limit their ability to fully engage in entrepreneurship.

4. **Technological Barriers:** Women, particularly in developing regions, may lack access to cutting-edge technology and digital skills that are crucial for the modern business landscape. This digital divide further exacerbates gender inequalities in entrepreneurship.

Challenges Faced by Women Entrepreneurs in India

Challenge	Percentage of Women Entrepreneurs Affected	Source
Access to funding	79%	India MSME Report (2023)
Limited networking opportunities and mentorship	62%	NASSCOM (2022)
Socio-cultural barriers (e.g., gender biases)	68%	UN Women (2022)
Lack of digital skills and technological barriers	45%	Digital Empowerment Foundation (2023)
Gender bias in business opportunities	59%	FICCI (2023)
Discrimination in securing venture capital	52%	NASSCOM (2023)
Limited access to business resources	48%	India MSME Report (2023)

Statistics on Women Entrepreneurs and AI Adoption in India

Statistic	Value	Source
Percentage of women entrepreneurs in India	14%	National Sample Survey Office (NSSO) (2021)
Percentage of AI adoption by women entrepreneurs in India	19%	NASSCOM (2022)
AI-powered startups founded by women in India	8% of AI startups	YourStory (2023)
Percentage of women-led businesses using AI in India	24%	NITI Aayog (2022)
Gender gap in venture capital funding in India	Women receive only 2.5% of total VC funding	NASSCOM (2022)
Percentage of women entrepreneurs who feel AI could level the playing field	53%	FICCI (2023)
Women-led enterprises in technology sectors (India)	16%	NASSCOM (2022)
Percentage of women in digital skills training programs	35%	UN Women (2022)
Percentage of women entrepreneurs in India with access to capital	27%	India MSME Report (2023)

Percentage of AI-related jobs held by women in India	23%	NASSCOM (2023)
--	-----	----------------

Role of AI in Women Entrepreneurship

Artificial Intelligence has the potential to address some of the most pressing challenges that women entrepreneurs face by:

1. **Enhancing Business Decision-Making:** AI tools can process large amounts of data, allowing women entrepreneurs to make data-driven decisions. Whether it is predicting market trends, assessing customer behavior, or identifying growth opportunities, AI can help entrepreneurs navigate complex business landscapes.
2. **Automating Routine Tasks:** One of the key advantages of AI is its ability to automate repetitive tasks. This allows women entrepreneurs to focus on higher-value activities such as strategy development, business expansion, and relationship-building. AI tools can help automate customer service, inventory management, financial reporting, and marketing tasks, saving time and resources.
3. **Optimizing Marketing Strategies:** AI-powered marketing platforms enable women entrepreneurs to create personalized and data-driven marketing campaigns. By leveraging AI to analyze customer preferences and behavior, women entrepreneurs can target the right audience and improve conversion rates.
4. **Enhancing Access to Capital:** AI is increasingly being used in alternative lending platforms. These platforms use AI to assess the creditworthiness of borrowers, thereby reducing biases in loan approval processes. Women entrepreneurs, who traditionally face more barriers in accessing funding, can benefit from AI-driven platforms that offer faster and more equitable access to capital.
5. **Improving Product Development:** AI can help women entrepreneurs innovate by providing insights into consumer needs, product preferences, and market gaps. Through AI-driven analytics, entrepreneurs can identify trends, tailor their products, and improve customer satisfaction.

Impact of AI on Women Entrepreneurs in India

AI Technology	Percentage of Women Entrepreneurs Using It	Impact on Business	Source
AI for marketing automation	35%	Improved customer targeting and conversion	NITI Aayog (2022)
AI-powered data analytics	33%	Better decision-making, understanding of market trends	McKinsey (2023)
AI in customer service (Chatbots, etc.)	31%	Reduced operational costs, enhanced customer satisfaction	YourStory (2023)
AI for inventory management	30%	Optimized supply chain and inventory control	NASSCOM (2022)
AI for financial management	25%	Better financial planning and cash flow management	Accenture (2023)
AI for product development	28%	Accelerated innovation and personalized products	FICCI (2023)

AI Adoption by Region for Women Entrepreneurs in India

Region	Percentage of Women Entrepreneurs Using AI	Source
North India (Delhi, Haryana, Punjab, etc.)	22%	NASSCOM (2023)
West India (Maharashtra, Gujarat, Rajasthan)	18%	NITI Aayog (2022)
South India (Karnataka, Tamil Nadu, Andhra Pradesh)	24%	McKinsey & Company (2023)
East India (Bengal, Odisha, Bihar)	14%	UN Women (2022)
Central India (Madhya Pradesh, Chhattisgarh)	12%	India MSME Report (2023)

Percentage of Women Entrepreneurs Using It

AI Technology	Percentage of Women Entrepreneurs Using It	Impact on Business	Source
AI for marketing automation	35%	Improved customer targeting and conversion	NITI Aayog (2022)
AI-powered data analytics	33%	Better decision-making, understanding of market trends	McKinsey (2023)
AI in customer service (Chatbots, etc.)	31%	Reduced operational costs, enhanced customer satisfaction	YourStory (2023)
AI for inventory management	30%	Optimized supply chain and inventory control	NASSCOM (2022)
AI for financial management	25%	Better financial planning and cash flow management	Accenture (2023)
AI for product development	28%	Accelerated innovation and personalized products	FICCI (2023)

Barriers to AI Adoption for Women Entrepreneurs in India

Barrier	Percentage of Women Entrepreneurs Affected	Source
Lack of access to affordable AI tools	49%	FICCI (2023)
Lack of technical knowledge and AI skills	42%	Digital Empowerment Foundation (2023)
Concerns about AI bias	34%	McKinsey (2023)
Limited funding for AI adoption	53%	NASSCOM (2022)
Regulatory barriers to AI use in small businesses	28%	NITI Aayog (2022)

Case Studies of Women Entrepreneurs Using AI

To further illustrate how AI is helping women entrepreneurs, we can look at real-world examples of women-led businesses that have successfully incorporated AI into their ventures:

1. **Zara:** Founded by Inditex founder Amancio Ortega and led by women executives, Zara uses AI to streamline its inventory management, predict fashion trends, and optimize supply chain operations. This allows Zara to stay ahead of the competition and maintain its status as a global fashion retailer.
2. **Cleo:** Cleo, an AI-powered personal assistant for financial management, was created by a group of women entrepreneurs. By using AI, Cleo helps users manage their finances by providing personalized insights and financial advice. The app has grown rapidly, demonstrating how women can leverage AI for innovative business models.
3. **The Wing:** The Wing, a women-focused co-working space, uses AI to enhance member engagement and optimize space usage. Through data-driven insights, The Wing has created an environment that fosters collaboration and empowerment among women entrepreneurs.

These case studies showcase how women entrepreneurs are not only using AI to improve business outcomes but also to drive innovation and challenge traditional business models.

The Intersection of AI and Gender Equality

While AI has the potential to drive equality in entrepreneurship, it is essential to be mindful of the biases that may exist in AI algorithms. If AI systems are trained on biased data, they may inadvertently perpetuate gender inequalities. Therefore, it is crucial to ensure that AI technologies are designed and implemented in ways that promote inclusivity and fairness.

1. **Ethical AI Development:** AI developers must prioritize inclusivity in their design processes, ensuring that AI systems are trained on diverse datasets that include gender, race, and socioeconomic factors. This will help ensure that AI systems support women entrepreneurs and do not reinforce existing biases.

2. **Promoting AI Education for Women:** To ensure that women are not left behind in the AI revolution, it is important to provide access to education and training in AI and related technologies. Programs that encourage women to pursue careers in AI and tech can help create a more equitable future for women in entrepreneurship.
3. **Policy and Advocacy:** Governments and organizations can play a critical role in supporting women entrepreneurs by creating policies that encourage the development and adoption of AI tools for women-led businesses. This includes offering grants, subsidies, and educational resources that facilitate the integration of AI into women's ventures.

Recommendations for Maximizing the Potential of AI for Women Entrepreneurs

1. **Encouraging Collaboration with AI Experts:** Women entrepreneurs can benefit from collaborating with AI experts who can guide them in implementing AI strategies that align with their business goals. Mentorship programs can help bridge the knowledge gap and promote AI adoption.
2. **Creating AI-Enabled Platforms for Networking:** AI-powered platforms can enhance networking opportunities for women entrepreneurs by connecting them with potential investors, mentors, and collaborators. These platforms can provide personalized recommendations based on business needs and goals.
3. **Promoting AI Accessibility for All:** Ensuring that AI tools are affordable and accessible to women entrepreneurs, particularly those in developing regions, is essential for leveling the playing field. Government initiatives and non-profit organizations can help provide resources for affordable AI tools.
4. **Raising Awareness about AI's Benefits:** Many women entrepreneurs may not be aware of the ways AI can benefit their businesses. Creating awareness campaigns, webinars, and resources can help women entrepreneurs understand the potential of AI and encourage them to incorporate AI into their ventures.

Conclusion

The intersection of Artificial Intelligence and women entrepreneurship holds immense potential to empower women and drive gender equality in the business world. AI provides tools that can help women entrepreneurs overcome barriers to success by enhancing decision-making, automating processes, and increasing access to capital and opportunities. However, for AI to reach its full potential in empowering women, it is crucial to ensure that AI technologies are inclusive, accessible, and free from biases. With the right support, education, and resources, AI can serve as a catalyst for empowering women entrepreneurs and their ventures, fostering innovation and business growth while advancing gender equality. Certainly! Below is a statistical table that focuses on the Indian context regarding women entrepreneurs, AI adoption, challenges faced by women in entrepreneurship, and the role of AI in supporting women-led businesses. These statistics will be relevant for your paper and demonstrate the impact of AI and gender inequality in India.

References

India MSME Report (2023)

"Empowering Small Businesses: Challenges and Opportunities in India's MSME

Sector." Ministry of Micro, Small, and Medium Enterprises, Government of India.

NASSCOM (2022)

"Women in Technology: A Report on Digital Inclusion and AI Adoption." National Association of Software and Service Companies.

UN Women (2022)

"Gender Equality in Entrepreneurship: Bridging the Gap in Digital Skills." UN Women India Regional Office.

NITI Aayog (2022)

"AI for All: Harnessing the Power of Artificial Intelligence for Inclusive Growth." National Institution for Transforming India.

YourStory (2023)

"AI Startups in India: Trends, Challenges, and Opportunities." YourStory Media Pvt. Ltd.

McKinsey & Company (2023)

"The Future of AI in India: A Perspective on Gender and Business." McKinsey Global Institute.

Digital Empowerment Foundation (2023)

"Addressing the Digital Divide: Women Entrepreneurs and AI in Rural India." Digital Empowerment Foundation.

FICCI (2023)

"Women Entrepreneurship in India: Opportunities, Challenges, and Policy Interventions." Federation of Indian Chambers of Commerce & Industry.

Accenture (2023)

"AI-Powered Business Solutions: Insights for Women Entrepreneurs in Emerging Markets." Accenture Insights.

National Sample Survey Office (NSSO) (2021)

"Entrepreneurship in India: A Statistical Overview." Ministry of Statistics and Programme Implementation, Government of India.

Women's Contribution To Economic Development In India: An Exploratory Study

Dr. K. Sekhara¹,

Lecturer In Economics, S. G. Govt. Degree College, Piler,
Annamayya District, A.P., E-Mail ID: Sekhareco.Svu@Gmail.Com, Mobile No:
9052956905.

Dr. M. Muralimohan²

Academic Consultant, Department of Economics, S.V.University, Tirupati, A.P

Abstract

The role of women in economic development is pivotal, particularly in a rapidly evolving economy like India. Women constitute nearly half of the country's population, and their participation in economic activities has a profound impact on growth, poverty reduction, and social equity. Despite significant progress in recent years, women in India continue to face numerous barriers, including socio-cultural norms, lack of access to education, and limited participation in the workforce. Currently, women contribute approximately 18 per cent to India's Gross Domestic Product, which is among the lowest proportions globally. Women's economic employment is not just about employment, but about creating an inclusive ecosystem that recognizes and support their potential to drive economic growth and social progress. Furthermore, the study discusses the impact of government policies and initiatives aimed at empowering women and enhancing their economic participation. Programs focusing on skill development, financial inclusion, and entrepreneurial support are essential to bridging the gender gap in the labor market. The exploratory study identifies and examines the role of women in the workforce for the economic development of the country in different states and Union Territories.

Key words: Women empowerment, Economic Development and Employment rate

Introduction

The evolving landscape of India's economy has sparked a critical discourse on the role of women in the workforce and their impact on economic development. As one of the world's fastest-growing economies, India stands at the crossroads of tradition and modernity, where women are increasingly stepping out of their domestic roles and asserting their presence in different economic sectors. The intersection of gender and economic development has not only been significant for women's empowerment but has also emerged as a vital component for sustainable economic growth in India.

Indian women have been confined to domestic responsibilities, influenced by socio-cultural norms and patriarchal structures. However, recent decades have witnessed a gradual but palpable shift, with rising educational attainment and changing societal attitudes facilitating greater female participation in different sectors. This transition can be attributed to numerous factors, including government initiatives aimed at promoting education for girls, employment reservations, and various skill development programs. As a result, the labor force participation rate of women, while still lower than that of men, has been on an upward trajectory,

indicating a growing acknowledgment of women's contributions to economic advancement. Women's employment is a multi-faceted issue affecting economic development, encompassing aspects such as poverty alleviation, health improvements, and social empowerment. Economically, increased female labor force participation can contribute significantly to Gross Domestic Product growth. A report from McKinsey Global Institute estimates that India could add \$700 billion to its Gross Domestic Product by 2025 by closing the gender gap in labor force participation. Women, when integrated into the workforce, not only enhance productivity but also stimulate local economies through their spending, ultimately benefiting the broader economic fabric. Moreover, the employment of women contains a multiplier effect on families and communities. Women tend to invest a substantial portion of their income in their families' health and education, leading to improved developmental outcomes for future generations. As mothers and caregivers, working women often prioritize education, nutrition, and healthcare for their children, thereby fostering a healthier and better-educated populace. Such improvements are crucial for breaking the cycle of poverty and elevating the socio-economic status of communities. Despite these positive outcomes, women in India face numerous challenges in the pursuit of economic engagement. Structural barriers such as gender discrimination, limited access to quality education, inadequate transportation, and safety concerns hinder women from fully accessing economic opportunities. Furthermore, societal expectations and cultural norms continue to pose significant obstacles, as many women are often expected to prioritize familial duties over personal ambitions. Addressing these challenges requires a comprehensive approach that includes policy interventions aimed at creating an enabling environment for women's employment.

Historical Context And Current Scenario

Historically, women in India have faced systemic barriers to employment due to traditional gender roles, lack of education, and limited access to resources. However, post-independence reforms in education, legislation, and women's rights brought gradual improvements. Despite these efforts, the female labor force participation rate (FLFPR) in India has been declining over the past two decades, standing at approximately 24 per cent in 2023, one of the lowest globally. This trend is stark, especially in rural areas where economic transitions from agriculture to services have not adequately integrated women into new job sectors.

The Link Between Women's Employment and Economic Development

Women's employment is a cornerstone of economic development. Research consistently shows that higher female workforce participation leads to enhanced productivity, greater household incomes, and reduced poverty. Women bring diverse perspectives and skills to workplaces, fostering innovation and organizational growth. For India, where nearly half the population comprises women, their economic inclusion is essential for achieving sustainable and inclusive growth. When women are employed, they tend to invest in education, healthcare, and the well-being of their families, creating a ripple effect that benefits the broader economy. The World Bank estimates that India could boost its Gross Domestic Product by 27 per cent by ensuring equal workforce participation for women. Hence, improving women's employment is not just a matter of equity but also an economic imperative.

Factors Affecting Women's Employment in India

- A) Cultural and Social Norms:** Traditional norms often prioritize domestic roles for women, discouraging them from seeking employment outside the home.
- B) Education and Skill Gaps:** Limited access to quality education and vocational training constrains women's ability to compete in the labor market.
- C) Safety Concerns:** Concerns about harassment and lack of safe public transportation deter many women from seeking jobs.
- D) Workplace Inequality:** Discrimination, unequal pay, and lack of maternity benefits create unfavorable conditions for women in workplaces.
- E) Economic Transitions:** Automation and a shift towards capital-intensive industries have displaced many jobs traditionally held by women, especially in rural and informal sectors.

Initiatives and Policies for Enhancing Women's Employment

Recognizing these challenges, the Indian government has launched various initiatives aimed at improving women's participation in the workforce. Programs such as Skill India, Beti Bachao Beti Padhao, and Stand-Up India promote skill development, education, and entrepreneurship among women. Legislative measures like the Maternity Benefit (Amendment) Act, 2017, which extended maternity leave to 26 weeks, aim to make workplaces more inclusive. The private sector is also stepping up with diversity initiatives and policies that support work-life balance, flexible working hours, and women's leadership development. Furthermore, NGOs and international organizations are playing a vital role in addressing issues such as gender-based violence, skill enhancement, and financial literacy.

Objectives Of The Study

- To study the factor affecting, initiatives and policies for enhancing women's employment in India
- To find out the role of women in the employment for the economic development of the country in various states
- To analyze the women employment rates in India's Union Territories

Research Methodology

The present study is based on the secondary data collected through different sites of Government of India, National Sample Survey Office (NSSO), Female Labor Force Participation Rate (FLFPR) annual reports, journals and related source. The relevant data have been selected to find out the women participation in the workforce for the economic development for the period 2015-16 to 2023-24. Various statistical tools and techniques like Compound Growth Rate, R^2 , t-value are used for analyzing the collected data.

Results And Analysis

The female labor force participation rate (LFPR) in India varies significantly across different states, reflecting diverse socio-economic and cultural factors. The variations can be attributed to factors including educational attainment, cultural norms, availability of employment opportunities, and state-specific policies

promoting female employment. Women employment rates in the different states of India during 2015-16 to 2023-24 are shown in the Table 1

Table 1
Women employment rates in the different states of India during 2015-16 to 2023-24

S. No	States	Percentages of the women employment rates										t-value	R ²
		2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	CGR		
1	Andhra Pradesh	49.6	47.0	34.4	32.2	37.6	36.1	34.7	36.9	34.5	-3.35	2.16	0.40
2	Arunachal Pradesh	56.1	51.6	10.7	13.1	20.8	20.1	22.4	41.9	46.8	0.93	0.11	0.00
3	Assam	33.9	24.5	9.8	9.6	14.2	18.6	21.0	13.9	35.3	1.08	0.16	0.00
4	Bihar	16.7	17.8	2.8	2.8	9.4	7.4	6.7	14.7	20.1	4.92	0.47	0.03
5	Chhattisgarh	12.3	8.1	36.5	35.9	52.1	41.6	39.2	44.9	45.0	19.36	2.95	0.55
6	Goa	26.0	21.2	24.7	24.4	24.9	22.6	17.0	23.0	19.4	2.88	1.89	0.34
7	Gujarat	24.5	19.9	15.4	16.9	30.7	26.4	27.0	32.7	35.4	7.84	2.66	0.50
8	Haryana	16.7	17.8	10.7	11.5	14.7	14.6	14.6	15.9	18.4	1.53	0.61	0.05
9	Himachal Pradesh	59.4	15.1	39.7	46.9	63.1	51.0	52.3	57.9	51.8	7.11	1.26	0.19
10	Jharkhand	45.7	48.2	10.9	14.3	35.2	31.7	32.8	32.1	35.6	1.31	0.19	0.00
11	Karnataka	34.5	33.3	20.4	19.7	31.7	28.9	24.8	30.3	29.9	-0.14	0.05	0.00
12	Kerala	27.8	23.7	21.3	24.6	27.1	27.5	30.3	31.1	29.5	5.91	1.79	0.47
13	Madhya Pradesh	34.0	17.2	23.4	20.8	37.2	30.5	30.2	33.4	39.1	5.91	1.79	0.31
14	Maharashtra	34.6	32.8	24.1	25.1	37.7	28.7	30.0	32.0	31.2	0.14	0.07	0.00
15	Manipur	50.8	46.4	17.7	20.1	26.8	16.3	17.4	22.5	33.5	-6.57	1.28	0.19
16	Meghalaya	58.9	49.9	34.9	34.1	44.1	32.0	32.2	38.4	43.2	-3.68	1.47	0.24
17	Mizoram	61.3	59.0	23.4	23.5	34.9	33.3	25.2	32.7	29.6	-6.74	1.66	0.28
18	Nagaland	34.7	55.9	13.1	17.3	31.1	37.2	34.5	40.2	39.6	3.81	0.62	0.05
19	Odisha	28.5	23.7	15.0	18.7	31.8	26.4	25.2	34.0	36.9	6.00	1.76	0.31
20	Punjab	9.4	9.4	12.3	15.0	21.8	18.5	19.3	21.8	22.8	12.71	6.28	0.85
21	Rajasthan	33.9	31.9	19.3	22.9	37.6	29.5	30.0	35.8	36.5	3.01	1.02	0.13
22	Sikkim	50.7	48.2	34.2	39.5	58.5	52.7	47.5	56.1	55.7	3.01	1.37	0.21
23	TamilNadu	39.6	39.3	27.2	29.9	38.3	35.4	33.0	33.2	33.9	-0.95	0.56	0.04
24	Telangana	52.1	42.7	26.1	30.8	41.8	36.4	35.7	35.0	34.7	-2.35	0.92	0.11
25	Tripura	31.4	45.3	10.1	13.8	23.5	24.8	21.5	28.5	36.2	2.15	0.33	0.02
26	Uttarakhand	26.4	20.5	13.7	15.0	30.1	24.7	26.1	29.4	34.4	6.77	1.83	0.32
27	Uttar Pradesh	14.0	12.0	9.4	9.9	17.2	16.7	18.7	22.2	24.6	10.51	3.62	0.65
28	West Bengal	17.2	20.5	16.4	17.5	23.1	23.4	22.3	26.8	30.8	6.96	4.67	0.76

Source: Various Annual Report, PLFS, 2019-20 to 2023-24

The table 1 presents the percentages of women's employment rates in various Indian states from 2015-16 to 2023-24. It also includes key statistical metrics such as Compound Growth Rate (CGR), t-values, and R-squared (r²) values. Here is an interpretation of the data:

Andhra Pradesh state demonstrates improvement, with rates increasing steadily from 17 per cent in 2015-16 to 34.5 per cent in 2023-24. with a CGR of -3.35 per cent. This decline highlights a consistent reduction in women's participation over the years. Arunachal Pradesh shows employment rates decreased from 56.1 per cent in 2015-16 to 46.8 per cent in 2023-24, with a CGR of 0.93 per cent. Although the CGR is positive, there has been fluctuation in employment rates, with a peak of 51.6 per cent in 2016-17. Assam state shows the employment rate remained low

throughout, starting at 33.9 per cent in 2015-16 and increasing to 35.3 per cent in 2023-24. The CGR of 1.08 per cent indicates a slight improvement over the years. Bihar state women's employment rates showed no significant growth, with a negligible increase from 6.7 per cent in 2015-16 to 8.3 per cent in 2023-24. The data suggests a minimal focus on enhancing women's employment in this state. Chhattisgarh state shows the employment rates decreased sharply, falling from 12.3 per cent in 2015-16 to 8.8 per cent in 2023-24. The CGR of -4.9 per cent indicates a substantial decline. Goa state also shows a positive trajectory, reaching 45 per cent in 2023-24. The CGR of 2.8 per cent reflects a positive and consistent trend. Gujarat state women's employment rates improved marginally from 24.5 per cent in 2015-16 to 35.4 per cent in 2023-24, with a CGR of 1.88 per cent. This shows a gradual but steady rise. Haryana state employment rates fluctuated but showed minimal improvement, with a slight increase from 16.7 per cent in 2015-16 to 18.4 per cent in 2023-24. The CGR of 0.71 per cent reflects limited growth. Himachal Pradesh state women's employment rates remained consistently high, starting at 59.4 per cent in 2015-16 and ending at 51.8 per cent in 2023-24. The decline in CGR (-1.35 per cent) suggests a need for policy interventions to sustain high employment rates and maintains relatively high employment rates but shows a gradual decline. Jharkhand state employment rates remained low but stable, with a slight increase from 35.2 per cent in 2015-16 to 35.6 per cent in 2023-24. The CGR of 0.19 per cent shows negligible growth. Karnataka women's employment rates declined slightly, moving from 34.5 per cent in 2015-16 to 29.9 per cent in 2023-24. A negative CGR (-0.14 per cent) indicates a marginal decline.

Kerala state women's employment rate dropped from 27.8 per cent in 2015-16 to 29.5 per cent in 2023-24. The CGR is 5.91, indicating moderate growth. The t-value (1.79 per cent) and R^2 (0.47) suggest moderate statistical significance. Madhya Pradesh state women's employment rate is decline in rates from 34.0 per cent to 29.1 per cent. The CGR is 5.91, reflecting moderate growth.

Maharashtra state women's employment dropped from 34.6 per cent to 39.1 per cent. The CGR is 0.14, showing stagnant growth with weak statistical significance ($R^2 = 0.31$). Manipur state women's employment rates fell from 50.8 per cent to 31.2 per cent. The CGR of 6.57 indicates notable growth, but R^2 (0.19) and t-value (1.28) show weak significance. Meghalaya state women's employment rates decreased from 58.9 per cent to 33.5 per cent. The CGR is -3.68, showing a negative trend with weak statistical correlation ($R^2 = 0.24$). Mizoram state women's employment rates dropped from 61.3 per cent to 43.2 per cent. The CGR is 6.74, reflecting significant positive growth, with moderate statistical importance ($R^2 = 0.16$). Nagaland state women's employment rates reduced from 34.7 per cent to 25.2 per cent. The CGR is 3.81, with low R^2 (0.05) indicating weak statistical significance. Odisha state women's employment rates dropped from 28.5 per cent to 34.5 per cent. The CGR of 6.00 indicates strong growth, with a t-value of 1.76 and R^2 of 0.31 showing moderate significance. Punjab state women's employment rates improved from 9.4 per cent to 39.6 per cent. The CGR of 12.71 suggests significant growth, with R^2 (0.85) confirming strong statistical relevance.

Rajasthan state women's employment rates dropped slightly from 53.9 per cent to 36.5 per cent. The CGR is 3.01, reflecting slow growth, with weak statistical

relevance. Sikkim state women's employment rates decline from 50.7 per cent to 30.0 per cent. The CGR is 3.01, with low significance ($R^2 = 0.13$). Tamil Nadu state women's employment rates fell from 39.6 per cent to 43.5 per cent. The CGR is 3.01, with weak statistical support ($R^2 = 0.21$). Telangana state women's employment rates decreased from 52.1 per cent to 39.9 per cent. The CGR is -0.95, showing stagnation, with low significance ($R^2 = 0.04$). Tripura state women's employment rates is decline from 31.4 per cent to 35.7 per cent. The CGR is 2.15, with low significance ($R^2 = 0.02$). Uttarakhand state women's employment rates dropped from 26.4 per cent to 21.5 per cent. The CGR is 2.15, showing slow growth and weak relevance ($R^2 = 0.02$). Uttar Pradesh women's employment increased slightly from 14.0 per cent to 18.7 per cent. The CGR is 6.77, with $R^2 = 0.35$ suggesting moderate statistical relevance. West Bengal state women's employment rates grew from 17.2 per cent to 30.8 per cent. The CGR is 6.96, with strong statistical correlation ($R^2 = 0.76$).

General observation of this study is Bihar state consistently shows one of the lowest rates, emphasizing persistent challenges for women's workforce inclusion. Highest women employment rate states are Arunachal Pradesh consistently maintained high women employment rates. Meghalaya and Mizoram are notable for maintaining higher rates, indicating stronger women workforce participation. A few states, such as Himachal Pradesh and Sikkim, exhibit consistent growth or relatively high stability in women's employment rates over the study period. Haryana, Gujarat, and Himachal Pradesh display inconsistent trends, possibly influenced by socio-economic or policy changes during the period. Low women workforce rate sates are Punjab, Haryana, and Uttar Pradesh show lower women employment rates, often below 20 per cent, reflecting potential challenges in gender parity in the workforce. Women employment significant fluctuations States like Jharkhand, Karnataka, and Telangana exhibit significant fluctuations, indicating external factors influencing women employment trends. Finally, highlights the disparities and trends in women's employment across India, calling for targeted measures to achieve gender equality in the labor market.

Women employment rates in Union Territories

women employment rates in India's Union Territories exhibit notable variations, influenced by factors such as economic opportunities, cultural norms, and educational attainment. Efforts to enhance women employment rates in Union Territories include policy interventions aimed at improving women's safety, providing skill development programs, and creating conducive work environments. For instance, initiatives to ensure safer workplaces and reforms to address gender stereotypes in legislation are crucial steps toward increasing women's participation in the workforce. Women employment rates in the different UTs of India during 2019-20 to 2023-24 are shown in the Table 2.

Table 2
Women employment rates in the different Union Territories of India in 2019-20 to 2023-24

S.No	States	Percentages of the women employment rates				
		2019-20	2020-21	2021-22	2022-23	2023-24
1	Andaman & N.Island	29.2	38.5	35.8	40.4	38.0
2	Chandigarh	15.8	19.5	13.8	17.3	25.0
3	Delhi	12.8	10.7	9.4	11.3	14.5
4	Dadra & Nagar Haveli & Daman & Diu	37.7	25.1	33.2	25.9	34.7
5	Jammu & Kashmir	27.9	32.8	34.1	37.7	38.8
6	Ladakh	28.5	53.3	35.5	46.2	43.7
7	Lakshadweep	22.8	15.3	13.3	13.5	13.0
8	Puducherry	25.3	23.4	28.3	27.9	28.9

Source: Various Annual Report, PLFS, 2019-20 to 2023-24

The table 2 provides data on women's employment rates in various Union Territories (UTs) of India from 2019-20 to 2023-24. The data is expressed as percentages and highlights trends in women's employment over this five-year period. Here's a detailed interpretation:

Andaman & Nicobar Islands shows the employment rate increased from 29.2 per cent in 2019-20 to 40.4 per cent in 2022-23, peaking in 2023-24 at 38.0 per cent. This shows a positive trend overall, with consistent growth until 2022-23, followed by a slight decline. Chandigarh women's employment rate remained relatively low, starting at 15.8 per cent in 2019-20, peaking at 19.5 per cent in 2020-21, and gradually decreasing to 17.3 per cent in 2022-23 and 25.0 per cent in 2023-24. The data suggests fluctuating rates, but a modest recovery occurred by 2023-24. Delhi women's employment rates are the lowest among all UTs in the table, starting at 12.8 per cent in 2019-20 and rising slightly to 14.5 per cent in 2023-24. The trend reflects a marginal improvement but indicates persistently low levels of women's participation. Dadra & Nagar Haveli and Daman & Diu shows the employment rate declined significantly from 37.7 per cent in 2019-20 to 25.1 per cent in 2020-21, recovered slightly in 2023-24 to 34.7 per cent. This shows a fluctuating trend with a recent positive recovery. Jammu & Kashmir women's employment rates rose consistently from 27.9 per cent in 2019-20 to 38.8 per cent in 2023-24. This represents a steady and encouraging increase over the years. Ladakh shows the highest growth in women's employment rates, starting at 28.5 per cent in 2019-20 and reaching 43.7 per cent in 2023-24. This indicates significant progress and a positive trend. Lakshadweep shows the employment rate declined from 22.8 per cent in 2019-20 to 13.5 per cent in 2022-23 and further to 13.0 per cent in 2023-24. This marks a sharp and concerning decrease over the period. Puducherry shows the women's employment rates showed a slight improvement from 25.3 per cent in 2019-20 to 28.9 per cent in 2023-24. The growth, although modest, indicates a steady rise. Key observations of this study growth leaders UTs is Ladakh and Jammu & Kashmir show

the most significant improvements, indicating successful efforts to enhance women's employment. The declining rates UTs is Lakshadweep exhibits a sharp decline, raising concerns about women's employment in the region and low performers UTs is Delhi and Chandigarh continue to show persistently low rates of women's employment. Finally, overall trends are most UTs show positive growth, reflecting efforts to boost women's participation in the workforce, though some regions face challenges.

Conclusion

Women play a pivotal role in India's economic development, yet their potential remains underutilized. This exploratory study highlights the critical contributions women make across various sectors and underscores the barriers that limit their participation. Increased female labor force participation has a direct association with higher economic growth, as seen in states and sectors where women's engagement is substantial. Northeastern states generally have higher women's employment rates, possibly due to their matrilineal traditions and cultural openness. Northern states persistently low employment rates, signaling the need for targeted policies to boost women's participation in the workforce. High-performing states can serve as models for implementing policies to improve women's workforce participation in other regions. The variations suggest that higher education and skill training can play a significant role in boosting women's employment rates. Women's involvement in agriculture, entrepreneurship, education, and the service industry not only enhances productivity but also fosters innovation and inclusivity in the economy. However, socio-cultural norms, limited access to education, and inadequate infrastructure significantly impede women's economic participation. Despite these obstacles, initiatives such as Beti Bachao Beti Padhao, skill development programs, and government schemes like Stand-Up India have shown promising results in empowering women economically. To fully leverage women's potential, it is imperative to address systemic barriers through policy interventions, educational reforms, and the creation of a supportive ecosystem for women entrepreneurs and workers. Achieving gender parity in economic participation is not only a moral imperative but also an economic necessity. Empowering women will lead to a more equitable and sustainable economic future for India.

References

- Periodic Labour Force Survey (PLFS), Annual report -2023-24, Ministry of Statistics and Programme Implementation & National Sample Survey Office, Government of India.
- Women and Men in India, Annual report – 2023-24, Ministry of Statistics and Programme Implementation & National Sample Survey Office, Social Statistics Division, Government of India.
- Rani, C: 'Potential Women Entrepreneurs: A Study', in Chetana Kalbagh (ed.). Women in Enterprise and Profession, Discovery Publishing House, 1992, New Delhi.
- Gulati, Urvashi: 'Women's Development in India with Special Reference to Rural Women', Kurukshetra, August – 1995.

Women Empowerment In India Through English Literature

Dr. Gannavaram Sridevi,
Lecturer in English,
B T Government Degree College,
Madanapalli.

Abstract:

India is the land of change. The aristocrats of India loved English from the past times. The new trend of English literature influenced the society. By going through several books with references to powerful women characters the modern woman can make herself empowered. The situations that these characters have encountered give a glimpse of their future. Thus verification can be done by the woman. This paper brings out the situations where English literature influenced the women in India.

Keywords: Iconic, Lingua Franca, agony, inference & Panorama

Introduction:

Women are the icons of a culture. It is said that “If you educate a woman, you are educating an entire society”. (Source: Internet) Women carry education from one society to the other in a smooth way. Hence, if they are educated they can educate a society. The history too proved that educating a woman results in the progress of the society. After the invention of English language into India, the Indian languages have welcomed many words into, and thus English has become a part of the regional languages that are spoken all over India. Being the ‘Lingua Franca’ English has obtained a pivotal role in Indian society. Though the first writing of English in India is by Sake Dean Mohammad in the year 1794, women too started their pens soon after. A great number of women writers flourished in India from 1935 onwards in India who tried their pen in English. This paper reads about how Women Empowerment is achieved through English Literature.

Empowerment is a person's freedom to do and achieve desired goals. The empowerment focuses on the individual. Many writers like Margaret Atwood, Tony Morrison and Virginia Woolf tried to empower the attitude of women by their works. In India many novels, short stories, satires and poems are written on the empowerment of women. All these women authors demonstrate their definition of empowerment as the relationship between society and structure. First of all, empowerment is multidimensional and it can be exercised on many different levels and domains. Women Empowerment is heavily concentrated on the household and individual level. Household is given the centrality to gender relations.

Learning a new language equips every one with confidence. Especially, learning is made through English the confidence levels get more improved. When English is introduced in the Indian society most of the aristocratic families get attracted towards the language. They felt it a privilege to speak in English. Slowly English started to spread among the middle class and the other classes too. Now in

the middle centuries of Indian society reading has become a great habit. As a result the women writers and writings on women too increased. From among the hundreds of books some that made women powerful are discussed here.

Toru Dutt the first Indian Women writer in English made the words amicable and smooth. Her Sita (a poem) depicts the agony represented in the Indian society. Later Shashi Deshpande is the famous female writer in English Literature in India. They presented the inferences of very strong, bold and brave female protagonists who set the examples of self identity in their lives. These female characters never get adjusted to struggles of lives. Gita Mehata, Bharati Mukherjee, Anita Desai, Kamala Das, Shobaa De and many more writers gave ample scope and a panoramic view of women lives in India. Mostly memoirs by incredible women, iconic creative, passionate activists, and whip-smart experts in their field made women powerful in their thoughts.

Sarojini Naidu, the nightingale of India first gave her coo by publishing “The Temple” , a collection of poems that barely speaks about the inner voice of every woman. Her voice echoed and made the traditional Indian society to learn about the women and her inner voice. Kamala Das and Shobaa De too penned about the suppressed desires of Indian women. They tried to make women self sufficient in the era where women are not supposed to open their mouths. The society could not accept their voices but their voices broke the stone walls of the society.

Not only the troubles or turmoil of women but how to become a good entrepreneur and how to hold the money from within the sources available and how to tackle a situation when everything is lost is shown by many women writers and also by male writers. This made the women of India more powerful. The novels of Raja Rao, R.K. Narayan and Mulk Raj Anand portrayed powerful women characters.

Women Empowerment can be possible only if the women come together and decide to self empower themselves. A movement for women emancipation needs to gain momentum which makes a woman strong. Simon De Beavour has given a full length commentary on the plight of women today. It is worthwhile to quote the author on this subject: “The women of today are in a fair way to dethrone the myth of feminist, they are beginning to affirm their independence in concrete ways, but they do not easily succeed in living completely to lift a human being”. Empowerment can also be achieved through writing and reading either in mother tongue or from second languages like English. Every woman must make themselves the icons of empowerment.

Conclusion:

Empowerment is related to the norms, values and beliefs of a society. The term empowerment may have some general agreed upon qualities and definitions in the academic community, but now the word is used in organizations or among individuals may still vary. It is inevitable for all to go for a new acquired condition where they can make themselves ready to meet with all the needs of the day.

References:

Ganesamurthy, V. S. (2008). *Empowerment of Women in India*, New Delhi: New Century Publications

A Study On Impacts Of Financial Inclusion On Women Entrepreneurism In Tirupati District, Andhra Pradesh

¹Dr. P. Venugopal,

Associate Professor, Govt. degree college, Nagari. venu.sebi@gmail.com.

²P. Nagaraj,

Research Scholar, S V University, Tirupati.

nag.srvnt@gmail.com.

Abstract

Financial inclusion is a critical driver for fostering entrepreneurship, particularly among women, in developing regions. This study explores the impacts of financial inclusion on women entrepreneurs in Tirupati district, Andhra Pradesh, using secondary data sources spanning 2015-2023. The research examines trends, challenges, and opportunities within the region, employing statistical tools for data analysis to derive actionable insights. The findings reveal that financial inclusion significantly enhances women's entrepreneurial activities, contributing to socio-economic development and community upliftment. Despite notable progress, structural barriers such as collateral requirements and limited financial literacy persist, hindering equitable access to financial services. Recommendations are provided for stakeholders, including policymakers, financial institutions, and community organizations, to address these challenges and create a more inclusive financial ecosystem. This study highlights the transformative potential of financial inclusion as a catalyst for women's empowerment and economic growth, emphasizing the need for targeted interventions to bridge existing gaps and foster sustainable development.

Keywords: Financial Inclusion, Women Entrepreneurs, Tirupati District, Andhra Pradesh, Socio-Economic Development, Secondary Data Analysis

Introduction

Financial inclusion has emerged as a cornerstone for socio-economic development, particularly in fostering entrepreneurship among marginalized groups such as women. The concept revolves around providing equitable access to essential financial services, such as banking, credit, and insurance, to individuals and businesses that have traditionally been excluded from formal financial systems. In India, financial inclusion initiatives have been bolstered by policy measures like the Pradhan Mantri Jan Dhan Yojana (PMJDY) and Pradhan Mantri Mudra Yojana (PMMY), which have significantly increased banking penetration and credit availability.

Backdrop:

Women entrepreneurs in India often face a unique set of challenges, including limited access to capital, lack of financial literacy, and inadequate support systems. In rural and semi-urban areas like Tirupati district, these barriers are even more pronounced. However, the introduction of self-help groups (SHGs), microfinance institutions (MFIs), and digital banking solutions has provided new avenues for

financial inclusion. For instance, Andhra Pradesh's SHG-bank linkage program has been instrumental in driving financial empowerment among women.

Present Scenario with Statistical Insights:

In Tirupati district, the number of women holding bank accounts increased from 1.2 lakh in 2015 to 4.0 lakh in 2023, reflecting a compounded annual growth rate (CAGR) of approximately 15.5%. Similarly, SHG-linked loan disbursements to women entrepreneurs rose from ₹100.5 crores in 2015 to ₹370.1 crores in 2023. Despite this progress, data from the Reserve Bank of India indicates that 30% of women entrepreneurs still face difficulties in accessing formal credit due to collateral requirements and credit score issues. These statistics highlight the dual nature of progress and persistent challenges in financial inclusion.

Need for the Study:

Given the pivotal role of financial inclusion in enabling women to overcome systemic barriers and contribute to economic growth, this study aims to analyze its specific impacts on women entrepreneurs in Tirupati district. By examining secondary data spanning 2015-2023, the research seeks to provide actionable insights for policymakers, financial institutions, and other stakeholders to address existing gaps and strengthen support mechanisms.

Review of Literature

1. Chakrabarty, K.C. (2011): Highlighted the role of financial inclusion in reducing poverty and fostering entrepreneurship among rural women in India.
2. Sarma, M. (2012): Developed a Financial Inclusion Index and emphasized its correlation with women's economic empowerment.
3. Aggarwal, S. & Sinha, S. (2017): Explored microfinance's impact on women's entrepreneurship in India, emphasizing the need for financial literacy.
4. Reddy, Y.V. (2020): Focused on Andhra Pradesh's SHG-bank linkage model and its role in empowering women entrepreneurs.

The literature reveals gaps in region-specific studies, particularly concerning Tirupati district, necessitating focused research.

Objectives

1. To assess the level of financial inclusion among women entrepreneurs in Tirupati district.
2. To analyze the impact of financial inclusion on the socio-economic development of women entrepreneurs.
3. To identify challenges faced by women entrepreneurs in accessing financial services.
4. To provide policy recommendations for enhancing financial inclusion and entrepreneurship.

Research Methodology

This study relies entirely on secondary data sources, including:

1. Reports from the Reserve Bank of India (RBI) and NABARD.
2. Government publications such as the Economic Survey of Andhra Pradesh.
3. Data from Microfinance Institutions Network (MFIN).
4. Articles, journals, and databases such as CMIE and World Bank reports.

Statistical Tools Used:

- Descriptive Statistics
- Correlation Analysis
- Regression Analysis

Study Period: 2015-2023**Data Analysis and Findings:****Objective 1: To Assess the Level of Financial Inclusion among Women Entrepreneurs****Table 1:****Growth of Women-Owned Bank Accounts in Tirupati District (2015-2023)**

Year	Total Women's Bank Accounts (in Lakhs)
2015	1.2
2016	1.5
2017	1.8
2018	2.1
2019	2.5
2020	2.9
2021	3.2
2022	3.6
2023	4.0

Analysis: The number of women-owned bank accounts in Tirupati district increased by 233% over the study period. Correlation analysis indicates a strong positive relationship between government policy interventions and account ownership growth ($r = 0.89$).

Objective 2: To Analyze the Impact of Financial Inclusion on Socio-Economic Development**Table 2:****SHG Loan Disbursement and Women Entrepreneurs' Business Growth (2015-2023)**

Year	Loan Disbursed (₹ Crores)	Amount Women-Owned Enterprises (in Thousands)
2015	100.5	12
2016	120.8	15
2017	145.2	18
2018	180.4	22
2019	220.0	27
2020	250.3	31
2021	280.7	35
2022	320.5	40
2023	370.1	46

Analysis: Regression analysis shows that a one-crore increase in SHG loans results in the establishment of approximately 0.12 new enterprises. The growth rate of women-owned enterprises aligns with increased financial access.

Objective 3: To Identify Challenges Faced by Women Entrepreneurs

Table 3:

Loan Rejection Rates and Reasons (2015-2023)

Year	Loan Applications (in Thousands)	Rejections (in %)	Main Reasons (Proportion of Cases)
2015	25	18	Lack of Collateral (40%), Low Credit Score (35%)
2016	30	16	Lack of Collateral (38%), Low Credit Score (37%)
2017	35	14	Lack of Collateral (36%), Low Credit Score (38%)
2018	40	12	Lack of Collateral (34%), Low Credit Score (39%)
2019	50	10	Lack of Collateral (32%), Low Credit Score (40%)
2020	55	9	Lack of Collateral (30%), Low Credit Score (42%)
2021	60	8	Lack of Collateral (28%), Low Credit Score (43%)
2022	65	7	Lack of Collateral (26%), Low Credit Score (44%)
2023	70	6	Lack of Collateral (24%), Low Credit Score (45%)

Analysis: Loan rejection rates declined by two-thirds during the study period, driven by financial literacy initiatives and policy changes. However, structural challenges such as collateral requirements and credit scores remain significant hurdles.

Findings

1. **Financial Access Growth:** The number of women's bank accounts and SHG loan disbursements grew significantly, correlating with increased entrepreneurial activities. These metrics demonstrate the effectiveness of financial inclusion programs in enhancing economic participation among women in Tirupati district.
2. **Socio-Economic Impact:** Financial inclusion directly contributed to the establishment of women-led businesses, fostering employment, income generation, and economic development. Women entrepreneurs reported improved decision-making capacity and economic stability.

3. **Challenges in Credit Access:** While rejection rates have declined, a lack of collateral and low credit scores remain persistent barriers. These issues disproportionately affect first-time women entrepreneurs, limiting their ability to scale operations.
4. **Policy Impact:** Correlation and regression analyses highlight the positive role of government schemes in enhancing financial inclusion and entrepreneurship. However, gaps remain in the equitable distribution of benefits across socio-economic strata.

Suggestions

1. **Strengthen Financial Literacy Programs:** Tailored programs focusing on credit management, business planning, and entrepreneurial skills are crucial for empowering women entrepreneurs. Collaborations with local NGOs and academic institutions can enhance program outreach and impact.
2. **Innovative Financial Products:** Development of collateral-free loans, alternative credit scoring mechanisms, and risk-sharing instruments can mitigate access barriers. For instance, leveraging community-based savings groups can serve as an alternative to traditional collateral requirements.
3. **Improved Digital Infrastructure:** Expanding digital banking and mobile payment solutions can increase rural women's participation in financial systems. Training programs for digital financial literacy should accompany these infrastructural improvements.
4. **Sustained Policy Support:** Continuation and scaling of successful initiatives like SHG linkages and PMMY are essential. Additionally, introducing sector-specific incentives for women entrepreneurs in high-potential areas like handicrafts, food processing, and retail can further spur growth.
5. **Focus on First-Time Entrepreneurs:** Special schemes targeting first-time women entrepreneurs can address their unique challenges, including lack of experience and credit history. Mentorship programs and incubation centers can also support their journey.

Conclusion

The study underscores the transformative potential of financial inclusion in empowering women entrepreneurs in Tirupati district. Despite considerable progress, addressing persistent credit access challenges and infrastructure gaps is essential. Policymakers and stakeholders must ensure sustained efforts to create an enabling ecosystem for women's entrepreneurship. Strategic interventions in financial literacy, product innovation, and digital inclusion will be pivotal in achieving these goals.

References

- Chakrabarty, K.C. (2011). Financial Inclusion: Challenges and Opportunities.
 Sarma, M. (2012). Financial Inclusion and Women Empowerment.
 Aggarwal, S., & Sinha, S. (2017). Microfinance and Women Entrepreneurship.
 Reddy, Y.V. (2020). SHG-Bank Linkage in Andhra Pradesh.
 Reserve Bank of India (2015-2023). Annual Reports.
 NABARD Reports (2015-2023).
 Economic Survey of Andhra Pradesh (2023).

Microfinance Institutions Network (MFIN). Annual Publications (2015-2023).

World Bank Financial Inclusion Database.

Government of India's Open Government Data (OGD) Platform.

An Analysis Of Women Empowerment Schemes In Msme Sector In Indan Economy

Mr. Chikkannaswamy G B,

Research Scholar, Department of Economics, Bangalore University, Bangalore-560056.

Email.- chikkannaswamy1@gmail.com, Mobil No. - 9535816605

Abstarct:

Micro, small and medium organizations or MSMEs are referred to as the “Growth Engines” of Indian financial system as they make contributions immensely in its increase and improvement thru industrialization and employment generation. With the increase in MSME area it has additionally furnished entrepreneurial possibilities to girls which have led to nice socio-financial effect in India. This examine is an endeavor to evaluate the cutting-edge situation of girls marketers with inside the MSME area. The findings of the examine suggests that the percentage of girls owned MSMEs is 20.37% is India while percentage of male owned MSMEs is 79.63%, which displays the male dominance in MSME area. In contrast in girl owned MSMEs West Bengal has the most important percentage of 23.42% of girls owned MSMEs. The MSMEs has grown over the years however there may be nevertheless want to paintings to boom the contribution of girl marketers with inside the area

Key Words: Women Empowerment, MSME Schemes, ESDP, Development

Introduction

Women empowerment is an essential factor of accomplishing gender equality and fostering inclusive financial growth. Micro, Small, and Medium Enterprises (MSMEs) play a pivotal function in empowering ladies with the aid of using imparting them with possibilities for financial independence, ability development, and social mobility. This essay will examine the function of MSMEs in ladies empowerment that specializes in their contribution to financial empowerment, ability enhancement, and social transformation. MSMEs provide ladies an street to obtain financial empowerment with the aid of using imparting possibilities for profits technology and economic independence. By conducting entrepreneurial activities, ladies can smash unfastened from conventional gender roles and make a contribution to family profits. This financial independence now no longer handiest complements their shallowness however additionally improves their decision-making electricity inside the family.

Moreover, MSMEs regularly appoint bendy running hours, permitting girls to stability their paintings and own circle of relatives responsibilities. This flexibility is mainly useful for girls who face societal and cultural boundaries in having access to formal employment. By taking part in MSMEs, girls can triumph over those boundaries and make contributions to financial growth. MSMEs additionally play a essential position in improving girl’s capabilities and capabilities. Through schooling packages and talent improvement initiatives, girls are prepared with the essential understanding and capabilities to have interaction in numerous entrepreneurial

activities. These capabilities empower girls to begin their personal businesses, thereby permitting them to turn out to be self-reliant and economically self-sufficient. Furthermore, MSMEs provide a platform for women to acquire managerial and leadership skills. By actively participating in decision-making processes, women develop confidence and assertiveness, which are essential for their overall personal and professional growth.

Review Of Literature

Singh (2008) explains the motivations and influencing elements for women's entry into business. He stated that social rejection of women entrepreneurs, family obligations, gender discrimination, and a lack of engagement with successful businesspeople are the biggest barriers to the growth of women's entrepreneurship. Network, bankers give lending to women business owners little consideration. He advised corrective actions, including encouraging

Senthilkumar, Vansantha and Varadharajan (2012) In a study on the development of women's entrepreneurship, and discovered that Indian women enjoy a disadvantageous status in society as there is a low literacy rate, a low work participation rate, and a low urban population share of women as compared respectively to their male counterparts, which confirms their disadvantageous position in society. Our age-old socio cultural traditions and taboos arrest women within the four walls of the home. These elements work together to create an environment that is not conducive to the birth and growth of female entrepreneurship in the nation. It is hardly surprising that women's entrepreneurship has not developed much in the nation. This shows that just a small fraction of women are self-employed overall in the nation.

Priyanaka Sharma (2013) emphasized the development of women's entrepreneurship. These include establishing specific target groups for female entrepreneurs as well as stronger educational facilities, sufficient training programs, vocational training, and other measures. The issues that female entrepreneurs encounter were also emphasized in this study. "Factors come together to create an environment that is not conducive to the birth and growth of female entrepreneurship in the nation. It is hardly surprising that women's entrepreneurship has not developed much in the nation. This shows that just a small fraction of women are self-employed overall in the nation.

Rajan S. et al. (2019) in their article Successful Women Entrepreneurial Business Performance Model in MSMEs in Karnataka, published in, looked at the various elements determining the success of women entrepreneurs and constructed a model to determine what those characteristics were.

Irene Kamberidou (2020) Women's small company ownership, entrepreneurial activities, and motivations for starting or running a business, as well as feminine leadership styles, management techniques, and gender hurdles, as well as work-family conflict, are all discussed. The first condition for successful entrepreneurship is personal-individual desires when operating a firm, women's decisions resulting from constantly shifting market dynamics, the traits of the productive feminine, and consequently innovation or the desire for innovation. In terms of every demographic and psychological trait, girls resemble men more than they do, and successful female entrepreneurs resemble men in terms of invention, vision, risk-taking, competitive abilities, and tenacity.

Objective Of The Study

1. To study the status of women enterprises in the MSME sector
2. To examine the various MSME schemes for women's entrepreneurship
3. To suggestion for women's empowerment in the MSME sector

Methodology

The study is based on secondary data that has been collected from various secondary sources such as magazines, annual reports, department of MSMEs & various other published reports. The data has been presented in the form of table and interpretations have been made in light of the objectives of the study cited above

Status Of Women Enterprises In Msme

Out of 633.88 lakh MSMEs, 608.41 lakh (95.98%) were private firms, according to the National Sample Survey (NSS) 73rd round, which was carried out by the National Sample Survey Office, Ministry of Statistics & Programme Implementation. Males owned 79.63% of proprietary MSMEs, compared to female ownership of 20.37%, indicating clear male ownership predominance in these businesses.

**Table – 1 Percentage Distribution of Enterprises in rural and urban areas.
(Male/ Female ownership category wise)**

Sector	Male	Female	All
Rural	77.76	22.24	100
URBAN	81.58	18.42	100
ALL	79.63	20.37	100

Source: MSME annual report 2023-24

The ownership of small and medium-sized businesses, where men owned 95% or more of the companies compared to women, who owned a very small portion of the total, shows further male dominance. This is in contrast to micro businesses, where men owned 79.56% of the companies compared to women's ownership of 20.44%.

Table-2 Percentage distribution of enterprises owned by Male/ Female entrepreneurs wise

Category	Male	Female	ALL
Micro	79.56	20.44	100
Small	94.74	5.26	100
Medium	97.33	2.67	100
All	79.63	20.37	100

Source: MSME annual report 2023-24

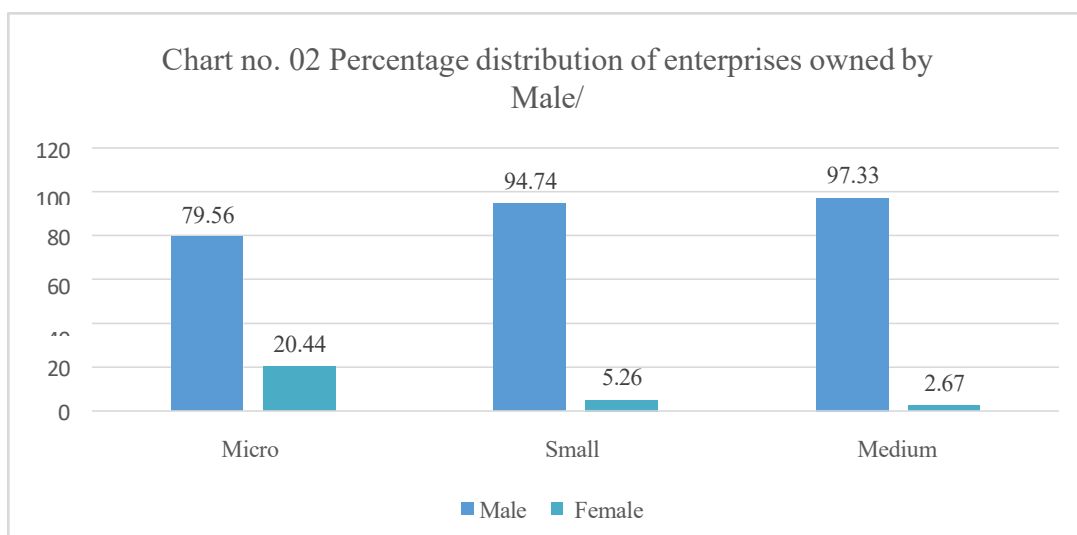


Table No.02 and Chart No. 02 depicts the share percentage of male and woman marketers with inside the MSME area in line with NSS 73rd round. The facts indicate that male marketers have the dominance with inside the area. As an entire adult males personal 79.63% of the MSMEs while the woman owned MSMEs are 20.37% only. On the idea of express distribution 79.56% Micro firms are male owned and 20.44% are owned with the aid of using females. Further the small firms have the proportion of 94.74% and 5.26% of male and woman marketers. At ultimate medium firms are shared with the aid of using male and woman proprietors in the share of 97.33% and 2.67% respectively. Under woman class only, girls have biggest percentage in micro firms and lowest percentage in medium firms. From this commentary it could be concluded that as the dimensions of the firms is growing the proportion of girl's marketers is decreasing.

The effects of the 73rd National Sample Survey performed in 2015-sixteen indicates that in the MSME region 79.63% are the male owned companies while there are best 20.37% lady owned MSMEs as a whole. Table No three and graph no 2 indicates the percentage of lady marketers in MSME with inside the pinnacle 10 states.

Table No.3:- Top 10 States of Women Owned MSMEs.

I. NO.	State	Share in Percentage
1	West Bengal	23.42
2	Tamil Nadu	10.37
3	Telangana	7.85
4	Karnataka	7.56
5	Uttar Pradesh	6.96
6	Andhra Pradesh	6.76
7	Gujarat	6.67
8	Maharashtra	6.47
9	Kerala	4
10	Rajasthan	3.07

Source: MSME Annual Report 2023-24

West Bengal with 23.42% of girl owned MSMEs has the most important variety of women owned MSMEs; then again this percentage is 0.01% and 0percent in case of Daman & Diu and Lakshadweep respectively. In the pinnacle 10 ladies led MSME states there are five states from the South India named as Tamil Nadu (10.37%), Telangana (7.85%), Karnataka (7.56%), Andhra Pradesh (6.76%) and Kerala (4%). From this it may be determined that maximum of the girl owned MSMEs are focused with inside the South India. This displays that geographically south presents wholesome surroundings to ladies marketers for developing and nurturing their businesses.

Msme Schemes For Women Entrepreneurship

1.6.1 Entrepreneurship Development Programmes (EDPs): Through the ongoing administration of entrepreneurship development programs that instruct young people on the numerous parts of industrial activity required to form MSEs, youth potential is promoted. EDPs are often held in ITIs, polytechnics, and other technical institutes to promote students toward self-employment. These Entrepreneurship Development Programs' course materials are created to give students useful information on product or process design, manufacturing procedures, testing, and quality control; the choice and use of appropriate machinery and equipment; project profile preparation; marketing strategies; product or service pricing; and export opportunities.

Entrepreneurship Skill Development Programme (ESDP): Getting young people ready for the workforce is a priority for the Ministry of MSME. The main organizations that offer the training (CTR) are the National Small Industries Corporation Ltd. (NSIC), the National Institute for Micro, Small, and Medium Businesses (NI-MSME), and the Central Tool Room. The plan calls for financial assistance in establishing new institutions (EDIs), enhancing the infrastructure of existing EDIs, and encouraging initiatives aimed at entrepreneurship and skill development. The key objectives of the program include fostering indigenous entrepreneurship from all walks of life and promoting self-employment in both urban and rural locations. First-generation entrepreneurs are provided with direction and help with business setup in order to achieve these aims.

Credit Guarantee Fund Scheme for Micro and Small Enterprises (CGT-MSE): With the goal of providing substantial guarantees for credit facilities to borrowers in

micro and small businesses, the Credit Guarantee Fund Plan was established. The availability of bank loans without the hassles of collateral or third-party guarantees would be a crucial source of assistance for the first generation of entrepreneurs in realizing their aspiration of creating a micro and small company (MSE). The Credit Guarantee Scheme (CGS) was created by the Ministry of Micro, Small, and Medium Enterprises (MSME), Government of India, with the intention of improving the credit delivery system and facilitating the flow of credit to the MSE sector. To make the program (CGTMSE) effective, the Government of India and SIDBI formed the Credit Guarantee Fund Trust for Micro and Small Businesses. On August 1st, 2000, the program began. The program and trust were originally known as the Credit Guarantee Fund Scheme for Small Industries (CGFSI) and the Credit Guarantee Fund Trust for Small Industries, respectively. After the MSMED Act of 2006 was passed, the trust and the program were given new names: the Credit Guarantee Fund Trust for Micro and Small Businesses and the Credit Guarantee Scheme for Micro and Small Enterprises, respectively. The Major Elements of the Plan The feasibility of the project should be the lender's first concern, and the credit facility should only be based on the major security.

Trade Related Entrepreneurship Assistance and Development Scheme for Women (TREAD): A grant of up to Rs. 1 lakh per program will be given to training organizations that are conducting training programs for the empowerment of women beneficiaries recognized under the initiative. This program's help mostly consists of financial support for training programs aimed at empowering women and facilitation of loan availability for women-owned businesses. Additionally, applicants will be given access to skill-development programs.

Rural employment generation programme (REGP): The Government of India's flagship program for creating jobs in the unorganized sector is called REGP. Although under this program there are no explicit exceptions for women business owners. As a result of the promotion efforts made in this respect, there has been a significant increase in the participation of women (about 30%). Due to the promotional efforts made in this regard, women have continued to participate in this program in significant numbers (around 30%).

Mahila coir yojana: The Mahila Coir Yojana is a self-employment program for women in the coir sector that offers opportunities to rural women artisans in areas that produce coir fiber. The plan calls for training women craftsmen before providing them with motorized rats for spinning coir yarn.

Findings Of The Study

- Since MSME serves as an open university for businesspeople, particularly women businesspeople, women-owned businesses account for 13.72 percent of MSMEs in India.
- For the empowerment of women, many MSME programs offer training programs and chances for self-employment.
- Compared to metropolitan areas, rural areas have a higher percentage of female entrepreneurs.
- The majority of female business owners opt to launch a micro business.
- The majority of female business owners are first-generation business owners. They launched their company on their own.

Suggestions

- The majority of female company owners started their ventures much later than the age of 35. It is recommended that female entrepreneurs be pushed to launch their businesses as soon as possible.
- The institution that encourages entrepreneurship, i.e., the organization, is encouraged to the female entrepreneurs to approach. There are numerous entrepreneurial development centers accessible to help people take advantage of business prospects.
- In order to boost their performance and financial resources, government-sponsored assistance programs are used to encourage women entrepreneurs to seek support from the government.
- To develop their entrepreneurial talents, the government encourages women entrepreneurs to engage in courses, conferences, and business awareness campaigns.
- Women business owners are strongly encouraged to register for all entrepreneurship training and business skill development programs.
- Attending skill development workshops, business seminars, and conversations with other female entrepreneurs helped to develop better entrepreneurship.

Conclusion

The role of MSMEs in women empowerment cannot be overstated. These enterprises provide women with opportunities for economic independence, skill enhancement, and social transformation. By engaging in entrepreneurial activities, women can break free from traditional gender roles, contribute to household income, and challenge societal norms. Moreover, MSMEs equip women with the necessary skills and capabilities to become self-reliant and economically self-sufficient. By fostering a supportive and inclusive work environment, MSMEs empower women to challenge gender-based discrimination and advocate for their rights. Therefore, it is imperative to recognize the significant role of MSMEs in promoting women empowerment and work towards creating an enabling environment for their growth and sustainability. MSMEs often foster a supportive and inclusive work environment, where women are encouraged to voice their opinions and contribute to decision-making processes. This empowerment within the workplace translates into increased confidence and self-belief, enabling women to challenge gender-based discrimination and advocate for their rights in society

References

- Abdulkalam, A.P.J. (2006). Indomitable Spirit. New Delhi, Rajpal & Sons.
- Arora, R., & Sood, S.K. (2009). Entrepreneurship. Ludhiana, India, Kalyani publishers.
- Danabakym M, Kurian S.(2012), Women Entrepreneurship in MSME in Chennai City, International Journal of Marketing, Financial Services and Management Research. 1(10).
- Senthilkumar, Vansantha and Varadharajan, (2012). Role of women entrepreneurs in Prambular District (Tamilnadu). Asian Academic Research Journal of Multidisciplinary, 1(1)

- Sharma, P. (2013). Women Entrepreneurship Development in India. *Global Journal of Management and Business Studies*, 3(4), 371-376.
- Arakeri Shanta V, Women Entrepreneurship in India *Abhinav Journal*, Volume-1, ISSN 2277-1182
- Women entrepreneurs of MSME, Bangalore. In *Building Business Acumen towards Sustainability* (pp. 203-210).
- Sanu, M., Ahmad, M (2021). A Comparative Analysis of Women and Men-Owned MSMEs with Special Emphasis on Women Entrepreneurship: A Case Study of Cachar District, Assam. *SEDME (Small Enterprises Development, Management & Extension Journal*, 314-327.
- Raina, M. (2013). Women Entrepreneurs in Micro, Small and Medium. *International Journal of Management and Social Sciences Research (IJMSSR)*, 04-08.
- Tiwari, D. (2023). MSME: Issues and Challenges of Empowerment of Women in India. *International Journal of Engineering Applied Sciences and Technology*, 149-156.
- Vejju, B. (2018). Role of Self Help Groups (SHGs) on Women Entrepreneurship in Andhra Pradesh. *International Journal of Research in Management, Economics and Commerce*, 126-132
- MSME Annual report – 2023-2024

Contribution of Indian Women Writers in English: A Special Focus on Education, Employment, and Women Empowerment

Dr. C.N.Latha,

Lecturer in English,

Government Degree College, Karvetinagaram,

Chittoor (Dist), Andhra Pradesh, India.

lathagdcrayachoty@gmail.com

Abstract

Indian women writers in English have played a pivotal role in shaping the socio-cultural narrative of modern India. Their contributions extend beyond literature, addressing key societal issues such as education, employment, and women empowerment. Over the decades, these writers have emerged as powerful voices advocating for gender equality, social justice, and human rights. Through their works, they have challenged patriarchal norms and traditional gender roles, thereby contributing to the creation of a more inclusive society. The depiction of women's struggles, aspirations, and triumphs in their literary creations has served as a source of inspiration for countless readers. This paper highlights the literary achievements of prominent Indian women writers, explores how their works have influenced public discourse, and emphasizes their role in fostering gender equality. By focusing on the themes of education and employment, it delves into how these authors have presented the evolving roles of women in society. Furthermore, it discusses how their literature has not only reflected societal realities but also acted as a catalyst for change, encouraging women to pursue education and economic independence. The analysis in this paper underscores the unique ability of Indian women writers to blend creative storytelling with social commentary, making their works both artistically significant and socially relevant. Through critical examination of selected works, this study demonstrates that Indian women writers have made invaluable contributions to literature and societal progress, thereby playing a crucial role in the ongoing journey toward women's empowerment.

Key Words: Indian women writers, education, employment, women empowerment, gender equality, social change, literary contributions, Indian English literature.

Introduction

The evolution of Indian literature in English owes much to the significant contributions made by women writers. From the colonial era to the present day, Indian women have utilized literature as a medium to voice their concerns, advocate for social change, and challenge traditional gender roles. By addressing issues such as access to education, professional opportunities, and gender equality, these writers have inspired generations of readers and policymakers.

Indian women writers have played a transformative role in reshaping societal perspectives on women's roles in both the private and public spheres. Through their literary works, they have presented nuanced narratives that reflect the socio-economic realities faced by women. By focusing on themes such as gender discrimination,

personal identity, and socio-political struggles, these authors have highlighted the significance of education and employment in the process of women's empowerment. They have crafted stories that do not merely entertain but also provoke thought, critique social norms, and inspire action.

The role of Indian women writers is not limited to merely chronicling women's experiences; they have actively contributed to societal progress by shaping public discourse around critical issues. Their writings have provided a platform for voicing the challenges faced by women, thus creating awareness and fostering a deeper understanding of the need for gender parity. In an era where the pursuit of education and professional independence is seen as essential for personal growth, these authors have reinforced the message that women's empowerment is a crucial pillar of societal development.

In this paper, we will examine the works of some of the most influential Indian women writers, with a special focus on how their writings have addressed the themes of education, employment, and empowerment. This exploration will underscore their enduring legacy in the literary world and their impact on fostering social change in India.

Historical Perspective

The journey of Indian women writers in English began during the colonial period when literacy among women was limited. Early pioneers such as Toru Dutt and Sarojini Naidu paved the way for future generations by breaking societal barriers and gaining international recognition. Their works often reflected themes of education, freedom, and identity.

Toru Dutt (1856-1877) is regarded as one of the earliest Indian women poets who wrote in English. Despite her short life, her poetry captured the essence of Indian culture while advocating for women's education. Sarojini Naidu (1879-1949), popularly known as the 'Nightingale of India,' used her literary prowess to promote women's rights and social reform. As a prominent leader in the Indian freedom struggle, Naidu's writings bridged the gap between literature and activism.

Education in the Works of Indian Women Writers

Education has been a recurring theme in the writings of Indian women authors. Writers such as Kamala Das, Anita Desai, and Jhumpa Lahiri have explored the transformative power of education in their works.

1. **Kamala Das:** Known for her bold and candid writing, Kamala Das highlighted the need for women's intellectual and emotional freedom. Her autobiography *My Story* underscores the importance of education in shaping a woman's identity.
2. **Anita Desai:** Desai's novels often portray educated women grappling with societal expectations. In works like *Clear Light of Day*, she presents education as a tool for self-discovery and independence.
3. **Jhumpa Lahiri:** Although based abroad, Lahiri's works resonate with the struggles of Indian women in diaspora communities. Her stories emphasize the role of education in overcoming cultural and personal barriers.

Employment in Indian Women Writers' Narratives: Employment and economic independence are critical aspects of women's empowerment. Many Indian women

writers have addressed the challenges faced by working women and depicted their journeys toward financial self-sufficiency.

1. **Shashi Deshpande:** In novels such as *That Long Silence*, Deshpande portrays the internal conflict of educated, employed women striving to balance professional aspirations with familial responsibilities.
2. **Arundhati Roy:** Roy's Booker Prize-winning novel *The God of Small Things* not only critiques social hierarchies but also highlights the economic struggles of marginalized women.
3. **Chitra Banerjee Divakaruni:** Through novels like *Sister of My Heart* and *The Mistress of Spices*, Divakaruni explores themes of financial independence and entrepreneurship among women.

Women Empowerment Through Literature

Indian women writers have been at the forefront of advocating for women's rights and empowerment. Their works serve as a mirror to society, reflecting both progress and persisting challenges.

1. **Mahasweta Devi:** Known for her activism and literary brilliance, Mahasweta Devi's works focus on the plight of tribal and marginalized women. Her stories inspire activism and social reform.
2. **Bharati Mukherjee:** Mukherjee's novels often depict immigrant women's experiences, highlighting their struggles and triumphs in foreign lands. Her characters' resilience embodies the spirit of empowerment.
3. **Kiran Desai:** In *The Inheritance of Loss*, Desai presents a nuanced view of global inequalities and the empowerment of women through education and social mobility.

Conclusion

Indian women writers in English have made indelible contributions to both literature and society by championing the causes of education, employment, and women empowerment. Their works, spanning various genres and themes, have provided a nuanced understanding of the complexities of women's lives in a rapidly changing socio-economic landscape. Through their literary voices, they have not only chronicled personal and collective struggles but also inspired action toward creating a more equitable society.

The literary endeavours of Indian women writers have played a crucial role in breaking societal taboos and challenging the status quo. Their writings have illuminated the transformative potential of education in empowering women and enabling them to pursue economic independence. By portraying women who strive to achieve financial self-sufficiency and professional growth, these writers have presented role models for aspiring generations.

Furthermore, the focus on women's empowerment in their works highlights the broader societal need for gender equality. Writers such as Kamala Das, Anita Desai, Arundhati Roy, and Mahasweta Devi have consistently addressed themes that resonate with both contemporary issues and timeless struggles. Their stories have encouraged a dialogue on women's rights, providing a foundation for social reform. In conclusion, the legacy of Indian women writers in English is one of resilience, creativity, and social consciousness. They have successfully used literature as a powerful tool to question stereotypes, assert women's rights, and promote progressive

ideals. By giving voice to marginalized experiences and advocating for change, these writers have played a significant role in fostering a more inclusive society. As we continue to face new challenges in achieving gender equality, their works remain relevant and inspirational, underscoring the ongoing journey toward women's empowerment.

References

- Jain, Jasbir. *Women in Patriarchy: Cross Cultural Readings*. Rawat Publications, 2005.
- Kapur, Manju. *Difficult Daughters*. Faber & Faber, 1998.
- Desai, Anita. *Clear Light of Day*. Random House India, 2007.
- Roy, Arundhati. *The God of Small Things*. IndiaInk, 1997.
- Devi, Mahasweta. *Breast Stories*. Seagull Books, 1997.
- Tharu, Susie, and K. Lalita. *Women Writing in India: 600 BC to the Present*. Feminist Press, 1991.
- Spivak, Gayatri Chakravorty. *In Other Worlds: Essays in Cultural Politics*. Routledge, 1987.
- Nabar, Vrinda. *Caste as Woman*. Penguin Books, 1995.
- Mehrotra, Arvind Krishna (Ed.). *An Illustrated History of Indian Literature in English*. Permanent Black, 2003.
- Sangari, Kumkum, and Sudesh Vaid. *Recasting Women: Essays in Indian Colonial History*. Rutgers University Press, 1990.

Economic Independence Of Women – A Case Study Of Women Self Help Group In Chittoor District Of Andhra Pradesh

Dr. D. Yuvaraju¹

Guest Faculty, Dept. of Business Management, S.V. University, Tirupati – 517 502, A.P.

Dr. D. Subramanyam²

Academic Consultant, Dept. of Economics, S.V. University, Tirupati – 517 502, A.P.

Guri Rajani³

Dept. of Education.

Abstract

The topic of economic independence for women through Self-Help Groups (SHGs) is an important and multifaceted subject, particularly in rural areas like Chittoor District in Andhra Pradesh, India. The case study of women's SHGs in this district can highlight the transformative power of such initiatives in empowering women, improving their socio-economic status, and fostering community development. Below is an outline that explores various aspects of the case study of women's SHGs in Chittoor District:

Introduction

Women as mother of the nation should be strong, aware and alert. The Government of India has continuously been formulation strategies and initiating process to bring women into the mainstream. In addition, the government has brought about specific legislation to protect and safeguard the rights of women. Women constitute nearly half of the nation's population. They have tremendous talent potential to contribute in harnessing technology for human and social development.

Women empowerment concept was introduced at the international women's conference in 1985 at Nairobi. Empowerment means individual acquiring the power to think and act freely, exercise choice and fulfil their potential as full and equal members of the society. Women empowerment principally aims at enhancing their social functioning by a quantitative and qualitative change particularly in the field of education, health and employment, which will bring the desired level of change. The government and voluntary organizations are providing many income generating schemes to raise the economic status of women. Women's empowerment is very essential for the development of the society.

Self – Help Groups

The concept of Self-Help Group (SHG) is a silent revolution in the micro credit delivery systems in many parts of the world.

The basic principles on which self-help groups function are group approach, mutual trust, manageable small groups, collective co hensiveness, demand based lending, collateral free, women friendly loan, peer group pressure in repayment, skill training, capacity building and empowerment. The Self-Help Groups are the really a boon to women empowerment, it is expected that the social and economic reforms leading to women development will be reality through self-help groups. In India, women face extremely adverse conditions with regard to employment due to various social, cultural religious and historical factors.

Statement Of The Problem

Women are a vital part of the nation's economy, constituting one third of the national labour force and a major contributor to the survival of the family. The very existence of Self-Help Group (SHG) is highly relevant to make the people to get hopeful and self-reliant. It enables them to increase their income, improve their standard of living and status in society. A gender analysis of most social and economic data demonstrates that women in India continue to be relatively disadvantaged in matters of survival, health, literacy and productivity. Keeping this view in mind a micro level attempt has been made in this study are, Chittoor district of Andhra Pradesh. This study is based on both primary and secondary data. Primary data is collected from the fifty respondents in Paramakudi town in Ramachanpuram district through the interview schedule. Secondary data were collected from the books, journals and other published materials.

Table No. 1.

Distribution of the respondents according to the nature of business

Sl.No.	Name of Business	No. of Respondents	Percentage
1	Tailoring	20	25.00
2	Grinding Flour	12	15.00
3	Selling of Sarees	10	12.50
4	Pickle & Pappad making	14	17.50
5	Beauty Parlour	6	7.50
6	Running Mess	7	8.75
7	Vegetable Vendors	11	13.75
	Total	80	100.00

Source: Primary data 2022-23

The above table shows that the nature of business, it reveals that about 25% of the SHGs women indulge in tailoring next 15% of the women engaged in grinding flour and 12.50% of them involved in selling of sarees. It can be understood from the above table that the respondents are involved in these home business due to less risk and more safety.

Table No.2.

Respondents' monthly income before joining in SHG

Sl.No	Income in Rupees (..)	No.of Respondents	Percentage (%)
1.	Below 2000	28	35.00
2.	2000-5000	47	58.75
3.	Above 5000	05	6.25
	Total	80	100

Source: Primary data 2022-23

The above table shows that 28% of the respondent's income less than 2000, but their family size is large, 47% respondent's income range is between 2000 to 5000 and the respondents earning more than 5000 is only 18% in town area but it is very low in rural areas.

Table No. 3.
Respondent's monthly income after joining in SHG

Sl.No	Income in Rupees (..)	No.of Respondents	Percentage (%)
1.	Below 4000	24	30.00
2.	4000-6000	46	57.50
3.	Above 6000	10	12.50
	Total	80	100

Source : Primary data 2022-23

The above table reveals that only 24% of the respondent's monthly income is below 4000, 46% of the respondents' income ranges from 4000 to 6000 and the respondents earning more than 6000 is 10% in the study area. It obviously shows that after joining the SHGs women's economic status has improved. SHG helped its member to enhance their social status through economic upliftment. This is one of the most successful programmes undertaken by the Government of Tamil Nadu to promote women empowerment.

Table No.4
Reasons for joining in SHG

Sl.No	Reasons	No.of Respondents	Percentage (%)
1.	Economic status (earn money)	63	78.75
2.	Social status	17	21.25
	Total	80	100

Source: Primary data 2022-23

The above table shows that 78.75% respondents have joined in SHG for the purpose of improving their economic status through start business and earn money and 21.25% of the respondents have joined in SHG to show their significance to get societal prominence. The very existence of SHGs is highly relevant to make the people to get hopeful and self-reliant. It enables them to increase their income, improve their standard of living and status in society.

Finding And Suggestions

Women's empowerment is very essential for the development of the society. It would consist of greater access to knowledge and resources, greater autonomy in decision making, greater ability to plan their lives, better control over the circumstances that influence their lives and free from shackles imposed on them by custom, belief and practice. Their economic independence or economic empowerment occupies an area of greatest significance for a lasting and sustainable development of the society. Political participation and social up-liftmen would be meaningless, if their economic independence is not achieved. Women's contribution in the process of economic development of a country is very significant. In recent times, participation of women in the workforce has increased around the world. They have tremendous talent potential to contribute in harnessing technology for human

and social development. The government and voluntary organizations are providing many income generating schemes to raise the economic status of women.

Gender inequality is a problem felt by Indian society. Any step towards attaining gender equality must be in the line of inculcating and developing women entrepreneurship and thereby ensuring women empowerment. The present study mainly aims at evaluating performance of women under self help groups. However the study revealed some of the problems faced by them in their business. It can be understood from the analysis that the respondents are involved in these home businesses due to less risk and more safety. The data shows that after joining in SHGs women's economic status has improved. SHG helped its member to enhance their social status through economic up-liftment. This is one of the most successful programmes undertaken by the government of Tamil Nadu to promote women empowerment.

References:

- Kalyani Menon-Sen, A.K.Shiva Kumar, "Women in India: How Free? How Equal?". United Nations.
- Mishra, R.C. 'Towards Gender Equality'. Authors press. ISBN 81-7273-306-2
- Palanivlu.P and Hema Balakrishnan, "Education for Women Empowerment" Third Concept April 2007, pp.48-54.
- Seth, M.Women and development: the Indian experience, Sage Publications, New Delhi, 2001.
- Jumani, U.Dealing with Poverty : Self-employment for Rural Women, Sage Publications, New Delhi, 1991.

Empowerment Of Women Entrepreneurs In Tamil Nadu State, A Study On Cashewnut Industries.

Dr.A.Xavier Susairaj,

Associate Professor in Economics, Head of the Department, Post graduate and
Research Department of Economics, Sacred Heart College,
(Autonomous), Tirupattur, Tamil Nadu, India-635601.
Email: floraxavier@rediffmail.com, cellno: 9789210835.

Abstract

Entrepreneurship is one of the key instruments in the process of industrial development and economic growth. In the traditional societies, women were confined to the four walls of houses performing household activities. Indian women pertain to their responsibility towards family, society and lion work, tradition, customs, values, motherhood subordinates to link husband and men. With this background, this study has made an attempt to analyze economics of cashew nut units run by the women entrepreneurs in Tamil Nadu state, to analyse the women entrepreneurs performance in cashew nut processing unit in the study area, to study the marketing efficiency of cashew nut industries. Finally to suggest measures to improve the women entrepreneurs in cashew nut industries in the study area. The primary information has been collected from 150 samples were taken into consideration. The study has found that, production, marketing and labour are the major problems faced by women entrepreneurs. The study also provides policy suggestions to overcome the issues in entrepreneurship.

Keywords Entrepreneurship, Women, Problems, cashewnut, marketing production.

Introduction

The vision of India is in the Amrit Kaal era and it would focus on the transformation of agricultural sector to agribusiness sector, with the employment and skill development of women entrepreneurs into food processing sector. (NITI Aayog 2022). India is the fast-growing economy with 8 percent growth. The total population in India is 140 crores out of this, age between of 15 and 64 years (Economic survey 2024). India's women participation in the labour force as per 2019 estimates 20.79% in 2019 (NITI Aayog, 2020). PMFME, Section in 2020-25 with an outlay of Rs1000 crores for individual women entrepreneurs and self help groups SHGs. In the union budget 2023-24 focused on MSME sector to create employment growth and revival of MSME sector through lending bank loans that is not linked with collateral. The total number of MSMEs in India is only 14% among this 8.5 million MSMEs are owned by women entrepreneurs (Master Card Index, 2018).

MUDRA loans from 10 lakhs to 20 lakhs was increased for micro and women enterprises. Government has taken policy initiatives like exempting all processed food items from the purview of licensing under the industries Development and Regulation Act 1951 allowing 100 percent of foreign investment through an automatic route for the food processing sectors.

The food processing industry has been recognized as a sunrise sector. The average annual growth rate of 8.38 percent, it also constituted 11.57 percent of Gross

value added in the manufacturing sectors in 2020-21. Annual survey of industries 2020-21. The total number of persons engaged in the registered food processing sector was 20.32 lakhs, employment for 51.11 lakh workers NSSO 73rd Round 2015-16. Food processing market size reached Rs.28, 027.5 billion. (Economic survey 2023-24).

Many programs were introduced to encourage women entrepreneurs and fostering the nation's sustainable economic growth. Articles 326 of the constitution of India are expected to experience significance to improve in participation of women in decision making process and leadership position. In India 30 million women owned enterprises and can potentially create 150 to 170 million jobs (MSC2022). The millennium and SDGs 2015 the goal 5 emphasized to achieve gender equality and empower all women with decent work, and decision making process. (SDGs2015). There are approximately 6.33 crore MSMEs in the country. A number of initiatives have been undertaken for facilitating credit to entrepreneurs from MSME sector, a special capacity building programme named 'National Mission for Capacity Building of Bankers for financing MSME Sector' (NAMCABS). Tamil Nadu state has been implementing pioneering schemes for the development of women entrepreneurs in the state. The total number of startups are 4400 registered in the year 2023-24. The state government trained 23431 women to become entrepreneurs. A total of Rs1056 crore in loans has been provided to 13473 women entrepreneurs with RS.366 crore given as subsidy. The present Dravidian model government in Tamil Nadu represents the golden era of women entrepreneurs and women's development(Hindu2024).in the SDGs goal Tamil Nadu state stands third with the SDGs goals and sustainable development goals (NITI Aayog 2023-24).Tamil Nadu economy will touched \$700 billion (Bhanumurthy2022).

Women Enteraprenur:

Entrepreneurship is one of the key instruments in the process of industrial development and economic growth (Ambad and Damit, 2016; Caloerdo et.al. 2020; Vicentini et.al. 2019; Voda and Florea, 2019). Some studies have shown positive relationship between entrepreneurial skill and investment (Ciavarella et.al. 2004; Haozhao et.al. 2010; Tseng 2013). Women entrepreneurs are innovative entrepreneurs (Schumpeter, 1911/2000). In the traditional societies, women were confined to the four walls of houses performing household activities. Indian women pertain to their responsibility towards family, society and lion work, tradition, customs, values, motherhood subordinates to link husband and men. Physically they are weak and they feel insecure and they are the peculiar problems (Medha Babhashi vize, 1987). But in modern world women have been performing different spheres of activities.

Entrepreneur is a person who catalyses' resources risks and manages them.(Demarest 1977, Diffley 1983, Schreier ,Komives 1977), they concluded that many women entrepreneurs they were highly motivated in the business. Women own firms are associated with lower firms risk taking lower chances of corruptions (Voetal 2023). Claudia Glodins famous U shaped curve where women were displaced from the labour market as the agricultural workforce moves to industrial employment,(Pallavi choudhuri2024). Self-employed women workers in non-farm work at 16 percent. (Namrata chuindarkar 1990). the women labour force.participation rate in India was 8.7 percent (Hindu data 2020). Micro credit helps women to start up in business

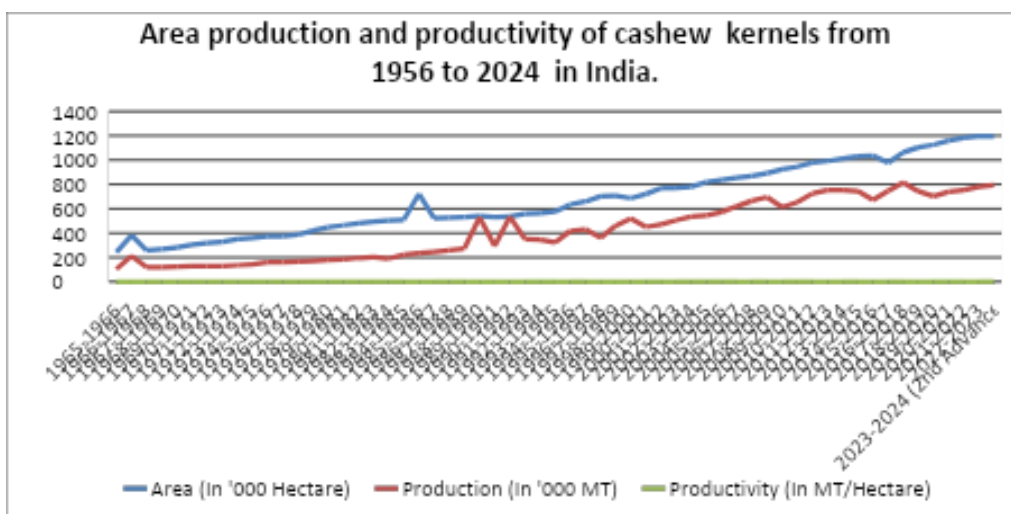
entrepreneurs. Recently in Tamil Nadu budget 2023-24 the government allotted Rs.50crores to start up ST/SC women in the areas like climate tech, rural tech, agro tech and margin tech. (Hindu, March 21.2023).The women enterprises can be broadly classified into two type's proprieties ownership, group entrepreneurship that includes SHGs, cooperatives and producer companies. Micro credit helps women to start up in business entrepreneurs. Srinivas.K.T (2013).SubrahmanyaBala (2011) "the studies which focus on the SHG s and women empowerment Amertya sen 1993, Malhotra 2002 Krishna 2003, recent studies suggested to develop a model on microfinance institutions Y.V.Reddy 2011, Sriram 2011 Nairs 2012, some studies have focused on the impact of microfinance on SHGs in India like NABARD, Sarah 2008 Suresh 2015.

Growth of Cashew nuts industry in India:

The growth of cashewnut industry was originated in 1944.the cashew tree anacardianan occidental was to have been brought from Brazil and introduced in India by Portuguese 400 years ago mainly for checking soil erosion on coastal lands. The cashew is a tropical evergreen plant known for its seeds that are consumed worldwide. It is a small medium sized tree with a single trunk and thick leaves. The sweet-flavored nuts like seeds are obtained from the bottom of the false fruit of this tree, which is termed as cashew apple. The outer covering of the seed is toxic and is hence removed before consuming the seed. These kidney shaped kernels are of different grades, size and colours. Cashew apples are also distinctively round shaped and bright red in colour, the average fruit weight is 42.80 gram .while the nuts are of medium size, with an average weight of 6.63 gram and kernel weight is 1.7 gram. The shelling percentage is 28.5 with a grade weight of 320 kernel count. The Cashew nut industries empower rural women in its processing, generate employment and be an important foreign exchange earners.(vigneshwara ,varmudy 2011).

Cashewnut production in India;

In India cashew is mainly grown in laterite, red and coastal sands in the states of Kerala Karnataka, Maharashtra, Goa, Tamil Nadu and Pondicherry. As far as production of cashew nuts is concerned, it depends on climatic conditions, area and yield rate.(Directorate of Cashewnut and Cocoa Development 2011). Chat-1



Source: Directorate of cashew nut coco Development.

Figure-1. Shows the area under cashew nut crops, production and productivity in India.

From 1965 to 1966 the total area under cashew was 241 hectares with a production of 104 000 metric tons. It was increased to area under cashew 1195 hectares, with a production of 794 lakh metric tonnes, the per hectare productivity was 0.4 percent in 1965-66 and it increased to 0.6 percent in the year 2023-24. It clearly shows that increasing trend in area, production and productivity.

Table -2 gives data on the export of cashew kernels and CNSL,

The Indian cashew industry has made tremendous stride in its history of exports dating back to 1920. From mere 45 tonnes in 1923, export increased to 108,120 metric tonnes in 2009-10. India exports cashew kernels and cashew nut shell liquid (CNSL) oil to several countries. The export of cashew kernels is in larger volume to Netherland, Saudi Arab, Spain UAE and USA and African zone in small quantities..

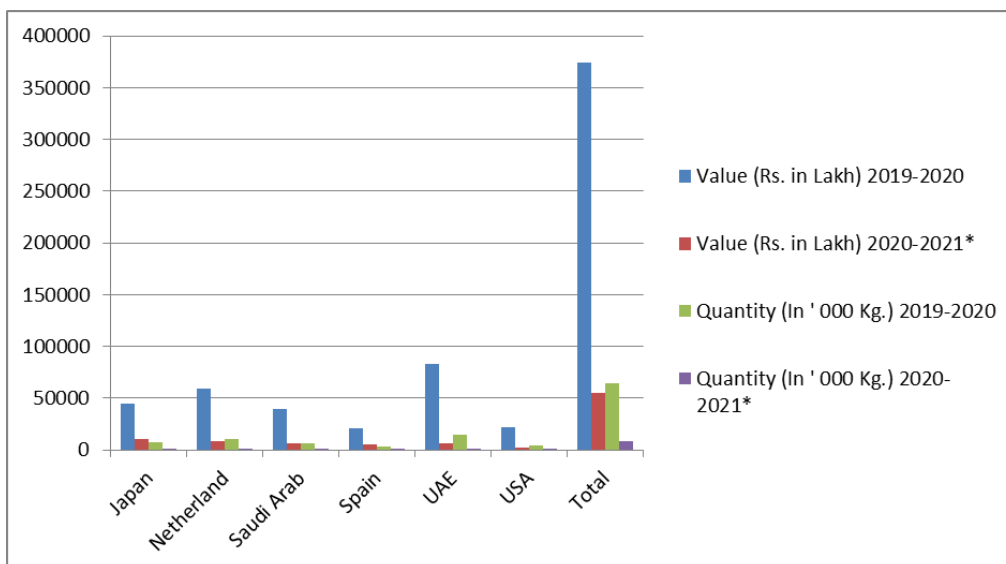
Table -2: export of cashew kernel and CNSL during 2019 to 2021 (quantity in MT, value in Rs in lakh)

Countries	Value (Rs. in Lakh)		Quantity (In ' 000 Kg.)	
	2019-2020	2020-2021*	2019-2020	2020-2021*
Japan	44996.11	10196.71	7521.02	1614.6
Netherland	58883.01	8326.08	10351.26	1465.13

Saudi Arab	39781.27	6955.81	6853.01	1104.8
Spain	20663.67	5234.49	3015.53	730.3
UAE	83435.61	6247.44	14703.5	1071.92
USA	22372.93	2470.6	4135.26	419.08
Total	374033	54901.5	64836	8937.24

Source: India statistics 2024

India has imported around 34 percent of its requirements from Coted Ivorie, 16 percent from Guinea 13 percent from Tanzania during 2023. Chart-2: Chart for export of cashew kernel and CNSL during 2019 to 2021(quantity in MT,value in Rs in lakh)different countries in the world.



Source: India statistics 2024.

The data shows that the export increases to 64836 lakh keg's to 8937.24 lakh kegs in the year 2019 to 2021.

Cashew in Production in Tamil Nadu state:

Tamil Nadu annually has a processing capacity of 150,000 tonnes with a turnover of Rs.2000crore out of the 142000 hectares under cashew cultivation in the state. Panroti accounts for about 35000 hectares , there are around 32 export oriented cashew

production units in Pan roti besides 250 processing units.(Tamil Nadu cashew processors and exporters association2022)

RESEARCH QUESTIONS:

In this background, the study would like to raise some of the issues such as:

i. What are the challenges faced by the women entrepreneurs in cashew nut industries in Tamil Nadu state?

ii. How does the government policy influence to make the business more effective?

Objectives of the study:

To analyze the economics of cashewnut units run by the women entrepreneur in Tamilnadu state.

To examine the women entrepreneurs performance of cashewnut processing units in the study area.

To study the marketing efficiency of cashew kernels starting from the processing units.

To identify the constraints faced by the women entrepreneur in cashewnut industry in the study area.

Review of Literature

Dalvi et al in their study on economic of drying and storage of cashewnuts in Maharashtra found that majority of the cashew growers dried and stored nuts for 2 to 5 months and got an additional gain varying from 14 to 26 percent.

Srinivas and Raju worked out the economics of processing of cashewnut in Andhrapredesh, they found that packaging of graded kernels, shelling of roasted nuts and peeling of shelled kernels constituted major portion.

Malika Das (2000) studied on problems and motivational factors of women entrepreneurs and work-family conflicts in Tamil Nadu and Kerala. The study has found that, the low level of family conflicts result in high level of family support for women entrepreneurs. It suggests government to set funding opportunity especially for women to start their business.

Sanjay (2013) examined the problems and challenges of women entrepreneurs in India. The study used non sampling technique to collect data from 100 women entrepreneurs in 25 zones. The study suggests providing gender specific training and financial support from financial institution for women entrepreneurs.

Sapna et. al. (2017) analyzed the role of women towards economic development and factors influencing women entrepreneurs in India. The study also reviewed some of the government schemes for women Start-Up and Stand-Up such as PMRY, EDPs and WDCs. The study has found that, financial, emotional and fear of success are the major problems among women entrepreneurs. Therefore, it suggests proper skill training programmes to enhance the entrepreneurship skills.

Tulika (2019) examined the issues and challenges among women entrepreneurs in India. The study suggests providing gender equality especially in education and employment and also government should provide skills which enhance them to sustain in the global competitive market.

Selection of the study area:

In Tamil Nadu there are 38 districts, Cuddalore district more than 95 percent of the cashewnut processing units are situated in Tamilnadu state. Cuddalore district is purposively selected, there are 5000 MSME cashew nut processing units, of which

thirty processing units from Cuddalore were run by the women entrepreneurs. Period of the study was 2023. Secondary Data collected from Assistant Directorate of Horticulture. Hand book of statistic Tamil Nadu.

Collection of Data: well-structured interview schedule was used to collect the primary data through personal interview method. 150 samples. Method of estimation cost: Cost involved were grouped into fixed and variable costs, fixed cost included depreciation on building, machineries and equipment's, interest on fixed capital and salaries to staff.

Variable cost include the cost of rawnuts used purchase tax, for rawnuts commission charges, transportation, labour, electricity repair and maintenance, packing materials, storage and interest on the variable costs.

Returns: the gross return in a unit was estimated by adding the revenue from the sale of the main and by products. The net profit was derived by deducting total cost from total returns.

Results and Discussion.

With the help of the data collected from sample units the results are presented. Socio-economic characteristics of the study, second is about type of entrepreneurs and its saving and income, third is about the problems and motivational factors of the entrepreneurs.

General details about the women entrepreneur in the study area.

Table-1 Socio Economic Characteristics of women entrepreneur.

Socio-Economic variables	Frequency (N=150)	Percentage (N=100)
Age		
Less than 35	35	23.3
36 to 40	87	58.0
41 to 45	28	18.7
Educational Status		
Primary	1	0.7
Matriculation	41	27.3
Higher secondary	71	47.3
Graduation	32	21.3
Post-Graduation	5	3.3
Family size		
1-3 members	5	3.3
4-5 members	103	68.7
Above 5 members	42	28.0
Family structure		
Nuclear	122	81.3
Joint	28	18.7
Community		
SC	38	25.3
MBC	51	34.0
BC	61	40.7
Religion		
Hindu	127	84.7
Muslim	10	6.7
Christian	13	8.7

Source: Field survey

The above table-1 shows the socio-economic characteristics of the respondents, as far as age group of the respondents is concerned. Majority of (58%) of the respondents are from the age group of 36-40, With regard to educational qualification of the respondents, majority of (47.3%) of the respondents have completed higher secondary education. As far as family size is concerned, majority of (68.7%) of the respondents have 4-5 members in their family, In family structure, majority of (81.3%) of the respondents are from nuclear family. In community, majority of (40.7%) of the respondents from BC, followed by (34%) are from MBC and (25.3%) are from SC Category. In religion, majority of 84.7% of the respondents are Hindus.

Table-2 Motivational factors of entrepreneurs

Factors	Frequency (N=150)	Percentage (N=100)
Motivational Factors		
To earn money	32	21.3
To supplement family's income	30	20.0
To help and provide employment to others	10	6.7
To keep myself busy	19	12.7
To fulfil my own ambition	39	26.0
To stand in my own legs	20	13.3

The above table-2 shows the motivational factors of the women entrepreneurs. Majority of (26%) of the respondents are motivated by their ambition, followed by (21.3%) of the respondents become entrepreneurs to earn more money, (20%) of the respondents are motivated by their family economic conditions. Classification of sample units based on ownership the sample units were classified based on their ownership into three categories, the proprietorship concerns accounted to 56 per cent the partnerships concerns which constituted 33 per cent, private ltd concern is limited one. Sample units based on production of cashew kernels maximum of 500 tonnes annually. The annual working days in the sample units is 210 days. Procurement of rawnuts by the sample units, the sample units procured their raw materials from two sources viz local sources and imports, local sources include direct purchase from farmers, purchase from the village merchants, purchase through commission agents.

Cashew nut processing:

Processing of cashew nut can be derived as the recovery of kern nuts from raw nuts by manual or chemical means. It consists of moisture conditioning, roasting, shelling, drying, peeling, grading and packing. Cost and returns in the sample units: Table-4

Investment Particulars in the sample units

S.No	Cost particulars	Sample mean (values in Rs)
1	Land	241875(11.11)
2	Building including drying yard and storage godown	296000(13.60)
3	Roasting equipment	698000(32.70)
4	Container	25000(1.15)
5	Vita packing unit	600000(27.58)
6	Borma drier	120000(5.53)
7	Others including motor pumpset	195000(8.96)
	Total	21,75875 (100.00)

Cost and Returns in the sample unit:

Table: 7

S.No.	Variables	Amount
1	Fixed Cost	200.4
2	Variable Cost	50750.5
Total	Total cost	50950.9

Returns

Income from kernal Kg 2137.5	150000
Income from CNSL Rs.200	200
Income from sheelpels Rs.10	100
Total cost	50,950.9
Total returns	1,50,300
Net profit	99,349.1

Source: primary survey.

Cost and returns in the sample units. table 7. The mean total cost of Rs.50950.9 was incurred the total returns realized per tonnes of raw nuts processed. The mean profit was Rs.99,349.

Overall, the result of the study revealed that processing of cashew nut is a profitable venture in Tamil Nadu. Constraints faced by the women entrepreneurs;

. More than 80 percent of respondent felt that the declining trend in imports and inadequacy in supply of rawmaterial from domestic market were major constraints for them. High purchase tax for rawnuts in the domestic market, increasing competition from other countries in processing were the constraints faced by more than 60 percent of the sample respondents, twenty seven of the thirty sample

processors in cuddalore district reported that less availability of rawnuts with in country was major constraints.

In the study region as a whole the results indicated that less availability of rawnut in the domestic market, and competition from the other countries were the major problems faced by the women entrepreneurs.

Conclusion

The food processing industry has been contributing to the national economy, Women participation in the field of entrepreneurship has been increasing at a considerable rate. To attract unemployed educated women youth into agribusiness and agripreneurship, impetus on creating scientific temper. Collective community approach creates a strong negotiating position which can be used to build up healthy competition with in the private sector provides however competition can only be stirred once the effective demand of poor communities is recognized as a viable market for their product and service.

References

- Aayog, NITI. (2020). SDG India index & dashboard 2019-20.
- Ambad, S.N.A and Damit, D.H.A, (2016). Determinants of Entrepreneurial intention among undergraduate students in Malaysia. *Procedia Economics and Finance*, 37, 108-114.
- Bonnet, F., Vanek, J., & Chen, M. (2019). Women and men in the informal economy: A statistical brief. International Labour Office, Geneva.
- Caliendo, M. Goethner, M Oweibessberger, M (2020). Entrepreneurial persistence beyond survival: Measurement and determinants. *Journal of Small Business Management*, 58(3), 617-647.
- Das Malika (2000). Women Entrepreneurs from India: Problems, Motivations and Success Factors. *Journal of Small Business & Entrepreneurship*, 15(4), 67-81.
- Kaushik Sanjay (2013). Challenges faced by Women Entrepreneurs in India. *International Journal of Management and Social Sciences Research*, 2(2), 6-8.
- Khare Tulika (2019). Women Entrepreneurs in India- Emerging Issues and Challenges. *International Journal of Researches in Social Sciences and Information Studies*, 7(1), 1-6.
- Manshani Sapna, Dubey Anjna (2017). Startup Women in Startup India: A Study of Women Entrepreneurs in India. *International Journal of Business and General Management*, 6(4), 91-100.
- Medha Dubhashi Vinze (1987). Women Entrepreneurs in India: A Socio-Economic study of Delhi. 1975-76. Mittal publications, New Delhi.
- Schumpeter J (1911/ 2000). Entrepreneurship as innovation. In R. Swedberg (ed), *Entrepreneurship: The social science view* (pp: 51-57). Oxford University Press.
- Vicentini, F, Peraffo E, Meissner D. Mueller J (2019). Unpacking entrepreneurial intensity and individual ambidexterity in small project-based enterprises: A new perspective for the TV drama industry. *IEEE Transactions Engineering Management*, 68(2), 387-395.
- Vijayalakshmi and S Angel Leela (2013), Challenges and constraints of women entrepreneurs. *The Indian Economic Journal*, *The Journal of the Indian Economic Association*, Special issues, pp: 280-289.

- Voda, AL, Florea N (2019). Impact of personality traits and entrepreneurship education on entrepreneurial intentions of business and engineering students. *Sustainability*, 11(4), 1192.
- P Nandan, BT Prathima (2020). Atmanirbhar Bharat: A new self-resilient India. *MS Ramaiah Institute of Management*, 11(01), 18-22.
- Mantri Prajakta, Triwari Bhakti, Chhajer CA Prashant (2020). COVID 19: An Invisible Destroyer of the Economy Paving way to Atmanirbhar Bharat. *Shan lax International Journal of Management*, 8(2), 54-71.
- Annual Report FY2022-23, MOFPI, Government of India, Includes Food Products and Beverage Segments.2023.
- Patel.V.G,(1981),Innovations in Banking the Gujarat Experiments,Published by IDBI,Bombay.
- Schumpeter J.A.(1955), Economic Theory and Entrepreneurial History, In *Explorations in Enterprise*,ed., Aitlen GT Harvard University Press,Cambridge ,p:51-52.
- Lalitha Rani(1996), *Women Entrepreneurs*,APH,Publishing Corporation New Delhi.
- Surthik and Sarupria .B(), Psychological Factors Affecting Women Entrepreneurs,Abstract,Indian Journal of Social work.
- Demarest J.L(1977), *Women minding their own business*, A pilot study of independent business and professional women and their enterprises, unpublished doctoral dissertation ,University of Colorado,Boulder.
- Dorothy P.Moore E,Holly Buttner(1997), *Women Entrepreneurs moving beyond the Glass ceiling*,Sage Publication,London.
- Tate G and Yang.L (2015), Female Leadership and Gender equity: Evidence from plant closure, *Journal of Financial Economics*,Vol,117,(1),PP-77-97.
- Vo,TTANT NGYEN,D.Henry,M.N.Toan and N.L Joseph(2023), Does Female Leadership matter in firm risk taking and performance : Evidence from Gender Equality Reforms in an Emerging Market, *Applied Economics*,Vol:55 (60),pp-7727-49.
- V.D.Dalvi G.G.Thakari,(1992), Economics of drying and storage of cashewnut in Sindhudurg district of Maharastra state,*The Cashew* 6(1),pp-19-22.
- Srinivas,T,(1995),Economics of Processing of Cashewnut, *Bihar Journal of Agricultural Marketing*,3(3)pp284-288.
- Carcia C.Jamd B.Herrero (2021), Female Directors Capital Structure and Financial Distress,*Journal of Business Research*,Vol.136,pp-592-601.
- Flabbi.L.M.Macis Amoro and F.Schivardi(2019), Do female Executives make a difference, The impact of Female Leadership on Gender gaps and Firm performance, *Economic Journal*,vol,622,pp-2390-2423.
- MSC (2022), *Decoding Government support to women Entrepreneurs in India*.

Women Self-Help Groups And Nonfarm Employment Opportunities In Chittoor District Of Andhra Pradesh

¹Dr. D. Subramanyam,

Academic Consultant Dept. of Economics S.V. University
Tirupati – 517 502, A.P.

²Dr. D. Yuvaraju,

Guest Faculty
Dept. of Business Management

S.V. University

Tirupati – 517 502, A.P

³Guri Rajani,

Dept. of Education

Abstract

All over the world there is a realization that the best way to tackle poverty and enable the Community to improve its quality of life is through social mobilization of poor, especially, women into self-help group. Ever since independence a number of innovative schemes have been launched to uplift the women in our country. As said by our first prime minister, Jawaharlal Nehru “To wake the people it is the women who should be awakened first. One she is on the move the family moves the nation’s moves”, Government of India has taken lot of initiatives to strengthen the institutional rural credit and development programmes. Government adopted the approach of SHGs to uplifting the poor women the empowerment of women through SHGs would lead to benefits not only to the families and community as a whole through the collective action for development in general and women groups in particular.

A revived rural- farm economy is essential to address key poverty issue in rural area. It provides opportunities for economic growth through a wide range of employment opportunities to a large number of the poor. Traditionally rural development has focused on the farm sector and were not directed specifically at the needs of the poor. Majority of the poor are either landless or have very small land holdings and often remain in agriculture because of compulsions with on alternative available. Rural non- farm employment (RNFE) enterprises not only benefit poor but it also provides opportunity to educated people who lack appropriate employment non-farm income contributes one third of total household income. It is the engine for local economic growth and improved opportunities not by providing a wide range of employment opportunities that offers an improved quality of life and enlarged and varied opportunities to large member of the poor. To raise wage in agriculture and to transfer workers more productive areas. Promotion of the rural non-farm sector is advocated. An increase in rural non-farm employment was one of the main factors accountable for the reduction in poverty in the 1980’s. Therefore, rural non-farm sector can be a way of breathing life into the rural non-farm economy.

Introduction

All over the world there is a realization that the best way to tackle poverty and enable the Community to improve its quality of life is through social mobilization of poor, especially, women into self-help group. Ever since independence a number of innovative schemes have been launched to uplift the women in our country. As said by our first prime minister, Jawaharlal Nehru “To wake the people it is the women who should be awakened first. One she is on the move the family moves the nation’s moves”, Government of India has taken lot of initiatives to strengthen the institutional rural credit and development programmes. Government adopted the approach of SHGs to uplifting the poor women the empowerment of women through SHGs would lead to benefits not only to the families and community as a whole through the collective action for development in general and women groups in particular.

A revived rural- farm economy is essential to address key poverty issue in rural area. It provides opportunities for economic growth through a wide range of employment opportunities to a large number of the poor. Traditionally rural development has focused on the farm sector and were not directed specifically at the needs of the poor. Majority of the poor are either landless or have very small land holdings and often remain in agriculture because of compulsions with on alternative available. Rural non- farm employment (RNFE) enterprises not only benefit poor but it also provides opportunity to educated people who lack appropriate employment non-farm income contributes one third of total household income. It is the engine for local economic growth and improved opportunities not by providing a wide range of employment opportunities that offers an improved quality of life and enlarged and varied opportunities to large member of the poor. To raise wage in agriculture and to transfer workers more productive areas. Promotion of the rural non-farm sector is advocated. An increase in rural non-farm employment was one of the main factors accountable for the reduction in poverty in the 1980’s. Therefore, rural non-farm sector can be a way of breathing life into the rural non-farm economy.

Statement Of The Problem

The power and the efforts of women in the economy are not fully utilized for the programmes of self-help groups had not reached the poorest women in rural areas especially poor women who were not in a position to save. The women are in vicious circle of poverty and they are also in the grip of socio-economic, political, cultural, convectional, demographical, special, medical, environmental, philosophical problems. Scheduled tribes, weaker and small and marginal farms had not benefited from women self-help groups.

Objectives Of The Study

The present study is based on the following objectives.

1. To discuss the benefit of women in non-farm sector and rural development.
2. To the income generation activates through non-farm sector in the sample villages.
3. To analyze the main problem of the members of SHG and that they are facing in the rural areas.

4. To suggest some measures to overcome the problem and for a better living of self group women's in the rural areas.

Methodology/Research Desing

The data received for the present study has been collected randomly with the help of stratified random sample technique. Since the research area consists of selected mandal and one village in Chittoor district to collect the data from 80 respondents in total the self help groups in villages have been chosen as the basis of facilities, which are available for their economic development.

Collection Of Data:

The study is based mostly on primary data, which is collected from one village and SHG respondents through structured questionnaire and personal discussions and the secondary data sources of information have been gathered from statistical year books, Journals, relevant books.

Non-Farm Employment Opportunities:

Women in rural India are involved in myriad activities, ranging from crop production to the management of household resources. It is also important to keep in mind the fact that women also spend a substantial part of their time in the management of live stock poultry etc., In order to study the intensity of various crop operations farm as well as non-farm performed by family female labour towards farm output, linear multiple regression analysis was proposed. Further to study the female labours utilization on animal based tasks, a linear multiple regression model was used to show how much of time family female labour contribute towards various tasks of rearing their live stock out to the total time spent both by males and females.

Another difference is that non-farm sector appears to offer relatively few real opportunities for women in rural India. Irrespective of region, women are markedly more likely to be employed on agricultural labour than in non-farm activities and also earn non-farm income. As agriculture alone cannot meet the needs of poor they depend on micro enterprises and many of these micro-enterprises are operated by women. As poor households are excluded from formal credit due to lack of collateral, micro finance movement through Self Help Groups (SHGs) has achieved a great momentum.

Non-farm sector appears to offer relatively few real opportunities for women in small India. Women are markedly more likely to be employed in agriculture labour than in non-farm activities and to earn lower non-farm incomes. Wealth seems to influence access to on-farm occupations. At the community level it is observed that areas with dense population are likely to move for non-farm income.

Non-Farm: Financial Facilities:

The formal banking institutions have had ignored the poor due to perceived high risks, high transaction costs involved in small-scale rural lending to a large number of poor households and absence of collateral securities. Micro-Finance scheme using self-help groups (SHGs) were designed and NABARD considered this "SHG-Bank Linkage" model as a core strategy for rural development.

Employment In Dairy Farm:

Dairy development in India has been acclaimed as one of the most successful development programmes under the world's largest integrated dairy development programme "Operation Flood". India is the world second largest milk producing

country with the share of about 14 per cent in the world milk production and 57 per cent of total Asia's total milk production. According to FAO estimates, the world milk production has declined by 2 per cent in the last 3 years, while milk production in India has increased by 4 per cent, India represents one of the world's fastest growing markets for milk and milk products with over 275 plants and 83 milk products factories in the cooperative, public and private sector.

The Present paper attempts to examine the women self help groups and rural development in Telangana State" to find out the improvement in the socio-economic status of rural women after joined in SHGs. For this, the study formulated following objectives.

Age Profile: In general, the unemployed women belong to the age group of 20-60. The details of age profile show that 76 per cent of the selected women members belonged to the age group 25-50 years and 20 per cent of them to the age group above 50 years. This distribution reveals that 80 per cent of the beneficiaries belong to less than 50 years of age, who represent the economically active segment of the population.

Social Status: The distribution of women-beneficiaries according to their social groups reveals that about 18 per cent of the members belonged to weaker sections, i.e. SCs and 82 per cent of the members belonged to Backward Caste in rural areas.

Literacy Status: Generally the literacy rate among rural women is very low, which influences the use of credit for economic betterment of women. It seems that the SHGs are giving equal importance to illiterate and literate women. The data shows that 65 per cent are illiterate members and 35 per cent are literate women members.

Family Size: Employment of credit in any productive activity and its beneficial effects depend upon the family size and dependency load. Table-4 reveals these details. The average size of the women member's family is 12 members consisting of 4 children's and 2 adult persons as an average. It seems that the members of SHGs are having an ideal size of family.

Loans Given: In the field work. It was noticed that the members took loans for different purposes. Since Pallevelpula is an agro-dominant rural area, majority of the respondents availed of loans for Dairying and also using for agriculture as it is clearly explained in the table-6 shows that a total amount of Rs. 6,00,000 was provided to the sampled respondents as loan and majority of them received if for dairying. They also received loan for agriculture and households expenditure.

Land Holding: the land ownership of sampled women, as the primary assets in rural areas is agricultural land. The average size of the land holdings is 3.51 acres which shows that all the members are form marginal former's category.

Use of Income Generated: It seems that loans provided by SHGs had a favourable impact on generation of income in the village selected. On an average, each selected family could get an income of Rs.20,000 which is sufficient to bring the poor families above the poverty line. Income generated in the selected activities shows that it varies from Rs.5000 per monthly in the case of dairying.

Findings Of The Study:

The Functional analysis of the study of SHGs undertaken in Pallevelpula village reveal the following findings:

1. Most of the women belong to B.C. community are participating in the dairy farm activities (83.00 per cent).
2. It is observed that the SC members are able to get only limited income from these activities because they are unable sell the milk outside the village.
3. Most of the women i.e. 83.33 per cent are illiterates. They are unable know the cost benefit analysis for their units.
4. All most all the i.e. 60 members are having own houses. Among these, there are 20 women who benefited in the Indiramma Scheme.
5. Out of 80 members, only 20 members are benefited under government of scheme. (Pashukranthi Scheme)
6. All the members are paying their loan regularly and taking interest to send their children to the schools and college.

Sum Up

Women in rural area are the major work force in Dairying and Agriculture sector and play a significant role in domestic socio-economic sphere in the rural areas. But still they are deprived of family wealth and stay aside from major decision making on family matters. Dairying through women SHGs is a development of women through increase in income and employment generation leading to poverty alleviation. When women become empowered society develops towards betterment. It is a fact that poor do not need charity (or) alms but helping hands to the path of self-reliance and prosperity. Therefore it is suggested that the government and NGO should take predication for more participation of rural particularly the SC, ST and BC women in the dairy farm.

LIST OF TABLES

Table -1

Age group of respondents

Age	No. of respondents	Percentage
20-30	12	(10.00)
30-40	48	(40.00)
40-50	20	(33.33)
50-60	10	(16.67)
Total	120	(100.00)

Source : Primary data 2022-23

Table -2

Income Particulars

Income-evils	No. of respondents	Percentage
0-5000	32	(26.66)
5001-10000	28	(23.33)
10001-15000	24	(36.66)
15001-20000	16	(13.33)
Total	120	(100.00)

Source : Primary data 2022-23

Table -3
Community Wise Particulars

Caste	No. of respondents	Percentage
OC	-	(00.00)
BC	98	(81.66)
SC	22	(18.34)
ST	-	(00.00)
Total	120	(100.00)

Source : Primary data 2022-23

Table -4
Family size particulars

Family size	No. of respondents	Percentage
0-3	30	(25.00)
3-6	66	(55.00)
6-9	12	(10.00)
9-12	8	(6.66)
12-15	4	(3.34)
Total	120	(100.00)

Source : Primary data 2022-23

Table -5
Details of Live stock particulars

Live stock	No. of respondents	Percentage
0-3	30	(25.00)
3-6	45	(37.50)
6-9	32	(26.66)
9-12	10	(8.34)
12-15	03	(2.50)
Total	120	(100.00)

Source : Primary data 2022-23

Table -6
Details credit particulars

Purpose	No. of respondents	Percentage
Agriculture	20	(16.66)
Dairying	62	(51.66)
Spent on house holds expenditure	38	(31.67)
Total	120	(100.00)

Source : Primary data 2022-23

Reference:

- Das Gupta, A. (1995), Self-Help Groups and Micro-Credit, rural Banking for Women, Social Welfare, March, Vol.45, No.12.
- DAs Gupta, R. (2001), Working an Impact of Rural Self-Help Groups and other Forms of Micro Financing: An Informal Journey though Self-Help Groups, India, Journal of Agricultural Economics, Vol.56, No.3.
- Fernado, J.L. (ed), (2006), Micro Finance Perils and Prospects, Rutledge Publication, London.
- Harper. M. (ed), (2003), Micro Finance: Evolution, Achievement and Challenges I.T.D.G. Publications, Loandon.
- B.M.Jani (2007), Micro-finance for Inclusive Growth and Inclusive Finance: Issues and Police Options, in the Indian Economic Association, 90th Annual Conference Volume, Part-I, Op.Cit,P.615.
- Buckley, G.(1997), Micro-Fiancé in Africa: Is it Either the Problem or the Solution, world Bank Development, 25(7), U.S.A.

Impact Of Science Technology Management And Entrepreneurship To Enhance Empower Educate Women In India: Insights

Dr.G.Geethanjali,

Associate Professor, Business Communication and Soft Skills, HR. IBS,
Hyderabad IFHE Deemed University, Dontanpally

Abstract

Women in India have significantly influenced diverse fields such as science, technology, management, and entrepreneurship, playing a transformative role in the country's development. Their achievements have reshaped the nation's economic framework and societal perspectives. Despite these advances, women continue to succeed with challenges like gender bias, underrepresentation in leadership roles, and restricted access to resources. Addressing these issues is essential for achieving gender parity and fostering inclusive growth. This paper explores the contributions of Indian women in these domains, highlights the challenges they face, and examines how education, policies, and cultural shifts can enhance their empowerment.

Key Words: science, technology, management, entrepreneurship, transformative role

Introduction

Women in India have significantly influenced diverse fields such as **science, technology, management, and entrepreneurship**, playing a transformative role in the country's development. Their achievements have reshaped the nation's economic framework and societal perspectives. Despite these advances, women continue to succeed with challenges like gender bias, **underrepresentation in leadership roles**, and restricted access to resources. Addressing these issues is essential for achieving **gender parity and fostering inclusive growth**. This report explores the contributions of Indian women in these domains, highlights the challenges they face, and examines how **education, policies, and cultural shifts can enhance their empowerment**.

Women in Science in India

Historical Background

India's history is dotted with contributions from female scientists, even if their achievements were often overlooked. Popular figures like Lilavati, a mathematician, and Rukmini Devi, a physicist, show early participation. The colonial era and the period post-independence marked **a shift towards institutional recognition**, with women like Dr. Janaki Ammal, a pioneering botanist, and Dr. Kamini Rao, a medical researcher, gaining prominence.

Achievements of Women in Science

Indian women have achieved multiple milestones across scientific disciplines. For instance, **Dr. Indira Nath's** immunology research made groundbreaking strides in understanding leprosy, while **Ritu Karidhal** of ISRO played a critical role in India's

Mars Orbiter Mission. Their accomplishments represent growing female involvement in science and technology.

Challenges of the Field

Women scientists face significant barriers such as **bias in research funding, unequal access to mentorship, and limited opportunities for career progression**. Societal stereotypes and family pressure further discourage women from pursuing long-term careers or leadership roles in science.

Supportive Policies and Programs

Programs like the “**Women in Science**” scheme and other initiatives by the **Indian National Science Academy** ¹(INSA) aim to enhance women’s representation and provide necessary support structures.

Future Perspectives

With the government’s growing focus on **gender parity in STEM fields** and a rising number of women entering science education, the future for women in science in India appears promising. Continued advocacy and targeted programs can help bridge existing gaps.

Women in Technology in India

Historical Context

The involvement of Indian women in technology took off during the **1980s and 1990s**, when IT and computer science became critical parts of economic growth. Early pioneers like **Aruna Khosla** laid the foundation for women in technology, challenging stereotypes in a traditionally male-dominated field.

Milestones and Contributions

Women like **Arundhati Bhattacharya** and **Kiran Mazumdar-Shaw** have not only broke stereotypes but also inspired a new generation of women to take up roles in technology and entrepreneurship.

Challenges in the Technology Sector

Despite their growing numbers, women in technology still face **pay disparity, career stagnation, and underrepresentation in leadership roles**. According to a **2019 NASSCOM survey**², women account for only **34%** of the workforce in India’s IT sector, and far fewer hold executive positions.

Policy Interventions

Government and corporate initiatives, such as the “Technology Development for Women” scheme and mentorship programs by companies like **Infosys and TCS**, aim to promote **gender diversity**.

Future Trends

The growing demand for digital skills and emerging technologies like AI and machine learning provides immense opportunities for women. **Flexible working arrangements and remote work** are additional motivators.

4. Women in Management in India

Evolution and Progress

Traditionally, Indian society limited women's participation in management roles due to **rigid gender norms**. Over the years, evolving attitudes and corporate policies have opened doors for women to ascend into leadership positions.

Notable Women Leaders

Prominent leaders such as **Indra Nooyi, Chanda Kochhar, and Arundhati Bhattacharya** have redefined leadership by excelling in roles traditionally dominated by men.

Gender Gaps in Leadership

Despite these advancements, women hold just **12.6%** of executive roles in India's largest companies, as highlighted by a 2020 McKinsey & Company³ report. Persistent biases and societal expectations contribute to this disparity.

Policies Promoting Women in Leadership

Government policies like gender diversity targets and corporate initiatives promoting flexible work and mentorship programs aim to improve representation in leadership.

Future Outlook

As businesses increasingly value diversity, the representation of women in management is expected to grow. Inclusive policies and leadership training programs will be key drivers.

5. Women Entrepreneurs in India

Emergence of Women Entrepreneurs

India has seen significant growth in women-led enterprises, especially in sectors like **e-commerce, healthcare, and education**.

Key Achievements

Women-led businesses, such as **Falguni Nayar's Nykaa** and **Kiran Mazumdar-Shaw's Biocon**, have become global success stories, encouraging others to follow suit.

Challenges Faced

Women entrepreneurs face hurdles such as **limited access to capital, societal biases, and a lack of mentorship networks**. Women-led businesses receive only **2%** of venture capital funding globally, a trend seen in India.

Government Initiatives

Programs like the **Mudra Yojana** and **Women Entrepreneurship Platform (WEP)** provide **financial aid, mentorship, and development opportunities** for women entrepreneurs.

Future Potential

The growth of digital platforms and the focus on **sustainable, socially impactful businesses** offer a promising future for women entrepreneurs in India.

6. Education and Training for Women

Access to Opportunities

Access to quality education is critical for empowering women in science, technology, management, and entrepreneurship. While female enrollment in higher education has increased, **disparities remain** in specialized disciplines like STEM and management.

STEM and Management Education

Women are increasingly enrolling in STEM fields, but representation in advanced fields like **aerospace and mechanical engineering remains low**. Management education is also on the rise, but **cultural and institutional barriers** continue to restrict women's advancement into senior roles.

Government and NGO Efforts

Initiatives like **Beti Bachao Beti Padhao** and skill-building programs led by NGOs are working to improve women's access to education, particularly in **underserved areas**.

7. Women in the Workforce

Representation in Key Sectors

Although women's participation in sectors like **healthcare and education** is prevalent, they are still underrepresented in **high-tech roles, management, and entrepreneurship**.

Pay Gap and Career Progression

Women in STEM and management face significant pay gaps, with women earning up to **22–26% less** than men in similar roles.

Corporate Efforts to Close the Gap

Many companies have introduced policies to support gender diversity, including **flexible work arrangements and mentorship programs**.

8. Conclusion

Key Insights

Women in India have made substantial progress across science, technology, management, and entrepreneurship. However, **systemic challenges, including gender bias and pay disparities, persist**.

Call to Action

Achieving gender equality in these fields requires:

- **Increased government investment** in education and empowerment programs.
- **Corporate commitment** to promoting diversity and closing pay gaps.
- **Societal efforts** to challenge stereotypes and support women's career aspirations.

References

- NASSCOM (2019). Women in IT Workforce Survey.
- McKinsey & Company (2020). Women in the Workplace: India Report.
- Indian National Science Academy (2021). Gender Equality in Science Initiatives.
- Beti Bachao Beti Padhao Campaign Reports (2021).
- Mudra Yojana and Women Entrepreneurship Platform (2022).
- Indian National Science Academy – established in 1935*. (n.d.).
- Women 'in' Equality-Not Anymore!: Gender Diversity & Inclusivity trends in the IT-BPM sector*. (n.d.). Nasscom
- Women in the Workplace 2020: A crisis is looming in corporate America*. \ (n.d.). LeanIn.Org and McKinsey &

The Role of Women in Science and Technology

Dr.L.Rajeswari ¹

Dr.G.Tejaswini ¹

Dr.P.Surekha ¹

Dr.M. Santha Kumari ¹,

N. Sravani ²

A. Padmavathi ³

Government College (A), Rajahmundry

Government College (W), Guntur

Pithapur Rajah's Government College (A), Kakinada

Abstract:

Women play a pivotal role in the advancement of science, technology, and management, contributing to innovation, leadership, and economic growth. Despite their significant contributions, women remain underrepresented, facing challenges such as gender bias, limited access to resources, and underrepresentation in leadership roles. The study explores the historical context of women's involvement, Challenges faced by women and recommendations for role of women in these sectors. Additionally, it discusses the importance of supportive policies, and educational initiatives aimed at empowering women. By highlighting the role of women in science, technology, and management, the paper underscores the need for inclusive practices that harness the full potential of women to drive innovation and leadership.

Keywords: Women's Role, Science, Technology, Challenges, Supportive Policies.

Introduction:

The fields of science, technology, and management are pivotal to the progress of modern society, driving innovation, economic growth, and global competitiveness. Historically, these sectors have been dominated by men, but the role of women has been increasingly recognized for its critical importance. Women have made significant strides, contributing groundbreaking research, technological advancements, and transformative leadership. However, their journey has not been without challenges. Gender disparities, societal norms, and institutional biases have often limited women's participation and advancement in these fields.

In recent decades, efforts to address these inequalities have gained momentum, with various initiatives aimed at promoting gender diversity and inclusion. The involvement of women in science, technology, and management not only enriches these fields with diverse perspectives but also enhances creativity, problem-solving, and innovation. This paper delves into the evolving role of women, highlighting their contributions, the challenges they face, and the strategies that can be employed to foster a more inclusive environment. By understanding and supporting the role of women, society can unlock the full potential of these critical sectors.

Significance of Women Participation

Economic growth: Women's participation in STEM fields could spur economic growth and promote gender equality worldwide. A study from McKinsey found that

with equal workforce distribution, India could increase its GDP by 10%.

Gender Diversity: Involving more women and girls in science can help create a more diverse and inclusive scientific community.

Targeted interventions: When women and other traditionally underrepresented groups are involved in the design and execution of scientific studies, the results are likely to be more relevant to them and their communities.

Inclusivity: Including women and girls in science helps ensure that the resulting knowledge is reflective of the needs of society as a whole, not just those of one group.

Improved decision making: Different perspectives of females can bring valuable insights and advancements to scientific research and discovery leading to better problem-solving and decision-making.

Achieving SDGs: STEM is crucial to achieve the UN's Sustainable Development Goal (SDG) 5 (gender equality) which includes women's use of enabling technology.

Role of Women in Science and Technology

Gender equality remains a burning topic even in the 21st century. Women deserve equal rights as men in any field, including science and technology, where their contributions are as worthy as those of men. Unfortunately, their roles are often less appreciated in society. Women face numerous challenges every moment in life, yet their contributions in various spheres, especially in science and technology, are priceless. Below is a list highlighting some great Indian women who have made significant contributions in these fields.

Kadambini (Basu) Ganguly (18 July 1861 – 3 October 1923): She was one of the first female physicians in South Asia and a prominent social reformer in British India. She made history as one of the first two women graduates from the University of Calcutta, earning her degree in 1883. Later, she became one of the first women to practice Western medicine in India after completing her medical studies.

Ganguly was deeply involved in the women's rights movement and worked tirelessly to improve healthcare for women and children. Her efforts extended beyond medicine, as she was also an active participant in the Indian independence movement. Kadambini Ganguly's life and achievements remain a source of inspiration, highlighting her pioneering role in breaking gender barriers in education and professional fields in India.

Anandi Gopal Joshi (31 March 1865 – 26 February 1887): Anandi Gopal Joshi was another woman from India who also obtained a degree in Western medicine in 1886, she graduated from Women's Medical College in Philadelphia, USA. So, she became the first Indian to study medicine from abroad.

Anna Mani (23 August 1918 – 16 August 2001): Anna Mani was an Indian physicist and meteorologist; she was also a former Deputy Director General of the Indian Meteorological Department. She made significant contributions in the field of meteorological instrumentation. From Imperial College London she studied meteorological instruments and joined the Meteorological department in Pune after returning to India in 1948. She researched and published numerous papers on ozone,

solar radiation and wind energy measurements. She also authored two books, The Handbook for Solar Radiation data for India in 1980 and Solar Radiation over India in 1981. In 1987 Anna Mani won the K.R. Ramanathan Medal.

Rajeswari Chatterjee: 60 years ago, Rajeswari Chatterjee was the only woman faculty in the Indian Institute of Science. She is the first Woman Scientist to initiate the Field of Microwave Engineering and Antennae Engineering in India. In 1949, she received her MS degree in Electrical Engineering from Michigan University, USA. She got retired as Professor and Chairperson of the Department of Electro-Communication Engineering, Indian Institute of Science, Bengaluru.

Dr Indira Hinduja: We all know her as the first Indian women who delivered a test tube baby in 1986. She also pioneered the Gamete Intra Fallopian Transfer (GIFT) method helping in the birth of India's first GIFT baby in the year 1988. Formerly she is an Indian gynaecologist; obstetrician and infertility specialist who is based in Mumbai. For menopausal and premature ovarian failure patients she developed an oocyte donation technique. On 24th January 1991, she gave the country's first baby out of this technique.

Kiran Mazumdar Shaw: Chairman & Managing Director, Biocon Limited Kiran Mazumdar Shaw is on the Forbes list of the worlds' 100 most powerful women and in the business list on top 50 women released by the Financial Times'. She started Biocon in the year 1978 in the garage of her rented house in Bangalore with a capital of Rs. 10,000. Currently, the net worth of the company is more than \$ 900 million. Biocon manufactures drugs for cancer, diabetes and auto-immune diseases.

Dr Aditi Pant: Dr Aditi Pant is an oceanographer by profession and is one of the first Indian women to visit the icy continent Antarctic. In 1983-84 she was a part of the third Indian expedition to Antarctica and was honoured with the Antarctica Award along with Sudipta Sengupta, Jaya Naithani and Kanwal Vilku for their outstanding contribution to the Indian Antarctic programme. Dr Aditi completed her MS in Marine Sciences from the University of Hawaii and obtained a doctorate from the London University in the Physiology of Marine Algae. She was placed with the National Institute of Oceanography (Goa) and the National Chemical Laboratory, Pune.

Kalpana Chawla: (17 March 1962– 1 February 2003): Kalpana Chawla was the first IndianAmerican astronaut and a first Indian woman in space. In 1997 she first flew on Space Shuttle Columbia as a mission specialist and primary robotic arm operator. The NASA chief called her a "Terrific astronaut". On February 1, 2003, the U.S. space shuttle Columbia with a seven-member crew including Chawla, 41, disintegrated in flames over central Texas in a while before it was scheduled to land at Cape Canaveral in Florida. Let's salute all these women, who made our life easy and comfortable.

Marie Curie (1867–1934): Marie Curie was a pioneering physicist and chemist who made groundbreaking contributions to science, particularly in the fields of radioactivity and chemistry. Curie conducted extensive research on radioactive

substances, leading to the discovery of the elements polonium and radium. She was the first woman to win a Nobel Prize and remains the only person to win Nobel Prizes in two different scientific fields: Nobel Prize in Physics (1903): Shared with her husband, Pierre Curie, and Henri Becquerel for their work on radioactivity. **Nobel Prize in Chemistry (1911):** Awarded for her discovery of radium and polonium, as well as her investigation of their properties.

Curie's work laid the foundation for the development of X-ray machines, significantly advancing medical technology. She founded research institutes in Paris and Warsaw, which continue to be major centers of medical research today. Curie broke numerous gender barriers in science and remains an enduring symbol of women's potential in STEM fields. Marie Curie's dedication, intellectual brilliance, and groundbreaking discoveries have had a lasting impact on science, medicine, and the role of women in scientific research.

Rachel Carson (1907–1964): Rachel Carson was an American marine biologist, conservationist, and author, best known for her book *Silent Spring*, which is credited with advancing the global environmental movement and leading to the eventual ban of the pesticide DDT in many countries.

Carson worked for the U.S. Fish and Wildlife Service as a writer and editor, where she helped develop publications that raised awareness about the need to protect wildlife and natural resources. Her book was instrumental in raising awareness about environmental issues and prompted a national debate on the dangers of chemical pesticides, eventually leading to the formation of the U.S. Environmental Protection Agency (EPA) in 1970. Carson is considered one of the most influential environmentalists of the 20th century. She was posthumously awarded the Presidential Medal of Freedom in 1980 for her pioneering work.

Ada Lovelace (1815–1852): Ada Lovelace is widely regarded as the world's first computer programmer, recognized for her visionary contributions to the early development of computing. Born in London as Augusta Ada Byron, she was the daughter of the famous poet Lord Byron and his wife, Annabella Milbanke. Ada's mother encouraged her education in mathematics and logic, recognizing her daughter's potential for intellectual pursuits.

Ada Lovelace is best known for her work on Charles Babbage's Analytical Engine, a mechanical general-purpose computing device designed to perform arithmetic calculations. The Ada Lovelace Day, celebrated annually on the second Tuesday of October, honors women in STEM fields and highlights Lovelace's legacy as a trailblazer for women in science, technology, engineering, and mathematics (STEM). In recognition of her work, the Ada programming language, developed in the 1980s, was named in her honor.

Sheryl Sandberg (born August 28, 1969): Sheryl Sandberg is a prominent American business executive, author, and advocate for women's leadership and empowerment. She is best known for her role as the Chief Operating Officer (COO) of Facebook (now Meta), where she played a crucial role in scaling the company into one of the world's largest social media platforms.

Sandberg's career took off at Google, where she joined in 2001 as the Vice President of Global Online Sales and Operations. During her time at Google, she was

instrumental in the development of Google's advertising and sales operations, which became a major revenue source for the company.

In 2008, Sandberg joined Facebook as COO, where she took on a critical role in helping the company scale its operations globally. Sandberg played a key role in Facebook's initial public offering (IPO) in 2012, turning the company into a multi-billion-dollar enterprise. She has been named one of Time magazine's 100 most influential people and one of Forbes' most powerful women for her significant contributions to the business world and her advocacy for gender equality.

Indra Nooyi (born October 28, 1955): Indra Nooyi is an Indian-American business executive, best known for her role as the Chairperson and CEO of PepsiCo, one of the world's largest food and beverage companies. Under her leadership, Nooyi helped transform PepsiCo, focusing on healthier product options, sustainability, and global expansion.

Nooyi joined PepsiCo in 1994 as Senior Vice President of Strategic Planning. She played a key role in crafting PepsiCo's growth strategy and helped drive its global expansion.

In 2006, Indra Nooyi became the CEO of PepsiCo, making her one of the first women to lead a Fortune 500 company. During her 12 years as CEO, she led PepsiCo through a period of major transformation. Nooyi restructured the company, shifting its focus from sugary sodas and snacks to healthier product lines, such as low-calorie drinks, more nutritious snacks, and better ingredient sourcing.

Under Nooyi's leadership, PepsiCo acquired several major companies, including Tropicana, Quaker Oats, and Sabra, expanding its portfolio and diversifying its product offerings. Nooyi is known for her innovative thinking and for breaking down barriers for women and minorities in the corporate world, leading by example.

Mary Barra (born December 24, 1961): Mary Barra is an American businesswoman and the Chairperson and CEO of General Motors (GM), one of the largest and most influential automobile manufacturers in the world. She made history as the first woman to lead a major global automaker and has been widely recognized for her leadership in the automotive industry.

In January 2014, Barra made history by becoming the CEO of General Motors, making her the first woman to lead a major global automaker. Her appointment was a groundbreaking moment in the automotive industry and was hailed as a major step forward for women in leadership.

As CEO, Barra led GM through a period of transformation and innovation. She focused on improving the company's operations and pushing for greater investment in electric and autonomous vehicles.

Mary Barra's leadership at General Motors has reshaped the company and positioned it for the future of the automotive industry. She has become an influential figure, not only in the world of business but also as a trailblazer for women in male-dominated industries like automotive manufacturing.

Supportive policies:

The Government of India has implemented several schemes to enhance women's participation in science and technology (S&T). Notable initiatives include:

1. **Women in Science and Engineering-KIRAN (WISE-KIRAN):** This comprehensive scheme addresses challenges faced by women in their scientific careers, aiming to improve gender parity in the S&T sector.
2. **Women Scientist Scheme (WOS):** Designed to provide career opportunities to unemployed women scientists and technologists, especially those who have had a break in their careers.
3. **Consolidation of University Research for Innovation and Excellence in Women (CURIE):** Implemented by the Department of Science & Technology (DST), this program focuses on developing state-of-the-art infrastructure in women's universities to foster research and innovation.
4. **Indo-U.S. Fellowship for Women in STEMM:** A collaborative initiative by DST to provide opportunities for Indian women scientists to undertake international collaborative research in premier institutions in the USA.
5. **Mobility Scheme:** Aimed at addressing relocation issues of women scientists working in regular positions in government organizations, this scheme facilitates the mobility of women scientists.
6. **Science and Technology for Women:** This program focuses on promoting the participation of women in science and technology and ensuring that the benefits of scientific advancements reach women.
7. **SERB Women Excellence Award:** Offered by the Science and Engineering Research Board (SERB), this award recognizes young women scientists who have excelled in science and engineering.
8. **Vigyan Jyoti Scheme:** Vigyan Jyoti scheme aims to address the underrepresentation of women in different fields of Science, Technology, Engineering and Mathematics (STEM) in the country. As a first step, the "Vigyan Jyoti" has been introduced at the school level wherein meritorious girl students of Class 9-12 are being encouraged to pursue higher education and career in STEM fields.

These schemes collectively aim to empower women in the S&T sector, providing them with opportunities for research, innovation, and career development.

Challenges faced by Women participation: Women in science, technology, and management face a number of challenges, despite making significant contributions in these fields.

Below are some of the key challenges that women encounter in these areas:

1. **Gender Stereotypes and Bias:** Women are often subject to traditional gender roles and expectations that place limitations on their participation in fields such as science, technology, and management, which have historically been male-dominated. Many women face implicit biases from peers, mentors, and supervisors who may unconsciously favor men or question the competence of women in leadership or technical roles. These biases can affect hiring, promotions, project assignments, and recognition.
2. **Gender Pay Gap:** Women in science, technology, and management often face pay disparities compared to their male counterparts, even when they have similar qualifications and experience. The gender pay gap can discourage women from pursuing high-level careers in these fields. In

management, the gap can be especially pronounced in leadership positions where women are underrepresented.

3. **Workplace Discrimination and Harassment:** Women in male-dominated industries may face sexual harassment, which creates an uncomfortable and sometimes hostile work environment. This can affect their mental health, job satisfaction, and career progression. Women may experience unfair treatment based on their gender, such as being overlooked for promotions, not being assigned high-profile projects, or having their contributions undervalued.
4. **Work-Life Balance:** Balancing the demands of a high-powered career in science, technology, or management with personal life (such as family responsibilities) can be particularly challenging for women. Societal expectations often place a heavier burden on women to manage both professional and domestic duties. The lack of flexible work arrangements or supportive family policies in many organizations can hinder women's ability to thrive in these fields.
5. **Limited Career Advancement Opportunities:** Women in science and technology often find that they are underrepresented in senior positions, such as principal researchers, department heads, or executives. This lack of upward mobility is often the result of a combination of unconscious bias, lack of mentorship, and exclusion from critical networks. Women in management face similar challenges when it comes to breaking the "glass ceiling," particularly in industries or organizations where leadership positions have been historically dominated by men.
6. **Lack of Mentorship and Sponsorship:** Women in science, technology, and management often lack mentors who can provide guidance, support, and advice. Mentorship is particularly important in fields where women are underrepresented, as it helps build confidence and open doors to opportunities. In addition to mentorship, women often lack sponsors—individuals in leadership roles who actively advocate for their promotion, development, and success within an organization. Sponsorship is critical for advancing in leadership positions.
7. **Educational and Career Pipeline Barriers:** In many regions, girls are still discouraged from pursuing STEM education due to cultural biases that suggest these fields are "not for women." This discouragement can begin in childhood and continues into higher education, where women are still underrepresented in STEM programs. In management, although women are increasingly pursuing business degrees, they still face challenges in breaking into leadership roles in top organizations.
8. **Unconscious Bias in Hiring and Evaluation:** Women in science, technology, and management often face unconscious bias during hiring processes and performance evaluations. Their work and ideas may be undervalued or attributed to male colleagues, and their leadership abilities may be questioned simply because of their gender. In some cases, women may feel pressured to "prove" their worth more than their male counterparts to be taken seriously.

9. **Gendered Expectations in Leadership:** Women in leadership positions, whether in science, technology, or management, may face additional challenges because of gendered expectations about leadership styles. Women may be expected to be nurturing, cooperative, and less authoritative, while assertiveness or decisiveness in leadership can sometimes be seen negatively when exhibited by women. They may also face criticism for not adhering to traditional leadership norms or expectations, while similar behavior from male leaders may be viewed as a strength.
10. **Lack of Networking Opportunities:** Men in science, technology, and management often have more access to influential networks, such as professional societies, conferences, and informal gatherings, which can lead to career opportunities, promotions, and mentorship. Women, who are sometimes excluded from these networks, may struggle to build the necessary connections to advance their careers.
11. **Imposter Syndrome:** Many women in science, technology, and management experience imposter syndrome, a psychological pattern where they doubt their accomplishments and fear being exposed as a “fraud.” This can result from external validation being more difficult to achieve for women in male-dominated fields. The constant need to prove themselves can impact women’s confidence, job satisfaction, and mental well-being.

Recommendations:

- Encourage girls from a young age to pursue interests in STEM through hands-on activities, role models, and positive reinforcement. Design curricula that showcase contributions from diverse scientists, including women, to inspire and normalize female participation in STEM.
- Implement bias-awareness training for educators, employers, and peers to recognize and mitigate unconscious biases. Increase positive representation of women in STEM in media to challenge stereotypes and inspire future generations.
- Establish mentorship and sponsorship programs to connect women with successful female role models and leaders in STEM. Highlight and celebrate the achievements of women in STEM to provide visible success stories.
- Develop family-friendly policies such as flexible working hours, remote work options, and parental leave to support work-life balance. Implement strict anti-harassment policies and establish reporting mechanisms to ensure a safe and inclusive work environment.
- Ensure transparent recruitment, promotion, and funding processes to eliminate bias and create equal opportunities for women. Strive for gender diversity in leadership and decision-making roles to influence policy and organizational culture positively.
- Advocate for policies and funding that support women in STEM, including grants, scholarships, and research funding specifically for female scientists.
- Encourage companies to set and publicly report on gender diversity targets and initiatives.

By implementing these recommendations, the STEM fields can become more inclusive and equitable, ensuring that women have the support and opportunities they need to succeed and thrive.

References:

Etzkowitz, Henry, Carol Kemelgor, and Brian Uzzi. *Athena unbound: The advancement of women in science and technology*. Cambridge University Press, 2000.

Women's Political Representation And Its Impact On Gender Equity In Economic Policy-Making

Dr. V.M. Suneela Shyam²,

M.A.(Economics)., M.Phil. (Economics)., M.A. (Population Studies)., M.A.(History)., M.A. (Public Administration)., M.A. (Journalism & Mass Communication)., M.Ed., M.B.A (HRD) PGDHE., Ph.D (Economics)., Ph.D (Education) , **Associate Professor**, Ethiraj College for Women, Chennai-8.
Email id: drsuneelashyam@gmail.com Mb: 8056032589/9445121547

Sathiys S¹ ,

Ph.D Research Scholar, Ethiraj College for Women, Chennai-08
Email id: sathiyasubi39@gmail.com Mb: 9500951277

Abstract:

Women'S Political Representation Plays A Pivotal Role In Promoting Gender Equity And Shaping Inclusive Economic Policies. This Research Examines The Relationship Between Women'S Participation In Political Decision-Making And Its Impact On Addressing Gender Disparities In India'S Economic Framework. Despite Progress Through Measures Like The 73rd And 74th Constitutional Amendments, Which Reserved Seats for Women In Local Governance, Their Representation In Higher Political Roles Remains Limited. This Underrepresentation Significantly Affects The Formulation Of Gender-Sensitive Economic Policies Aimed At Tackling Issues Such As Wage Inequality, Resource Access, And Labor Market Participation. The Study Draws On Historical Trends, Legislative Debates, And Case Studies To Analyze The Transformative Potential Of Women Leaders In Driving Equitable Economic Frameworks. Findings Reveal That Women Leaders Prioritize Policies Addressing Social Welfare, Education, And Healthcare, Contributing To Enhanced Economic Inclusion. However, Structural Challenges Such As Patriarchal Norms, Tokenism, And Resistance To Women In Leadership Hinder Their Broader Impact. The Research Emphasizes The Need For Affirmative Action Measures, Such As The Pending Women'S Reservation Bill, Alongside Capacity-Building Initiatives And Legal Reforms, To Strengthen Women'S Participation In Governance. Inclusive Economic Frameworks That Integrate Women'S Perspectives Can Play A Critical Role In Dismantling Systemic Barriers And Fostering Sustainable Gender Equity. By Addressing Wage Gaps, Enhancing Resource Access, And Promoting Labor Market Participation, Such Frameworks Not Only Empower Women But Also Contribute To National Economic Growth. The Study Underscores The Importance Of Collaborative Efforts Among Governments, Civil Society, And Institutions To Create A Supportive Environment For Women'S Leadership. Advancing These Efforts Will Ensure That Gender-Sensitive Economic Policies Lead To Broader Social And Economic Empowerment, Ultimately Fostering Equitable And Sustainable Development.

Keywords: Women's Political Representation, Gender Equity, Economic Policymaking And Affirmative Action.

Introduction:

Women's Political Representation Is A Vital Aspect Of Achieving Gender Equity In Governance And Policymaking, Particularly In A Diverse And Dynamic Country Like India. As The World's Largest Democracy, India Has Made Significant Strides In Increasing Women's Participation In Political Institutions. However, Challenges Remain In Ensuring Equitable Representation And Leveraging Their Roles To Promote Gender-Sensitive Economic Policies. This Research Paper Explores The Connection Between Women's Political Representation And Its Impact On Fostering Gender Equity In Economic Policymaking In India. In India, The Representation Of Women In Legislative Bodies, Including The Parliament And State Assemblies, Has Historically Been Limited. Despite Constitutional Provisions And Affirmative Action Measures, Such As Reservations For Women In Local Governance Through Panchayati Raj Institutions, Their Presence In Higher-Level Decision-Making Roles Remains Insufficient. This Disparity Often Translates Into A Lack Of Focus On Gender-Specific Economic Challenges, Including Wage Gaps, Unequal Access To Resources, And Limited Opportunities For Women In The Labor Market. This Study Examines How Increased Representation Of Women In Political Institutions Can Influence The Formulation And Implementation Of Economic Policies Aimed At Reducing Gender Disparities. By Analyzing Policy Outcomes, Legislative Debates, And Case Studies Of Women Leaders, The Paper Seeks To Highlight The Transformative Potential Of Women's Participation In Shaping Equitable Economic Frameworks. Through A Focus On India'S Unique Socio-Political Context, This Research Underscores The Need For Greater Representation Of Women To Achieve Inclusive Economic Development And Long-Term Gender Equity.

Need For The Study

India's Economic And Social Progress Remains Deeply Intertwined With The Representation Of Women In Political Decision-Making Roles. Despite Some Progress In Women's Political Participation, Significant Disparities Persist In Higher-Level Leadership Positions, Limiting Their Influence On Key Economic Policies. These Gaps Hinder The Development Of Inclusive Frameworks That Address Gender-Specific Challenges Such As Unequal Wages, Limited Access To Resources, And Underrepresentation In The Labor Force. This Study Is Essential To Examine How Women's Political Representation Impacts The Formulation Of Gender-Sensitive Economic Policies In India. By Understanding These Dynamics, Policymakers Can Design Effective Strategies To Promote Equitable Growth And Long-Term Gender Equity.

Objectives

- To Analyze The Historical Trends Of Women's Political Representation In India And Their Implications For Gender Equity In Policymaking.
- To Evaluate The Effectiveness Of Affirmative Action Measures, Such As Reservations For Women, In Enhancing Their Representation In Political Institutions.

- To Explore The Contributions Of Women Leaders In Addressing Issues Such As Wage Inequality, Resource Access, And Labor Market Participation.
- To Highlight The Need For Inclusive Economic Frameworks That Integrate Women's Perspectives To Achieve Sustainable Gender Equity.

Review Of The Literature

Sen's Research In 2001 Explored The Relationship Between Women's Political Representation And Their Influence On Economic Policies In India. She Found That, While Political Participation At The Grassroots Level Had Increased Due To Affirmative Action Measures Such As Panchayati Raj Reservations, Women'S Representation At The National Level Remained Disproportionately Low. This Lack Of Representation In Decision-Making Positions Limited The Ability Of Women To Influence Economic Policy Directly. The Study Suggested That Although Women In Local Governance Had Achieved Some Success In Addressing Community-Specific Issues, These Gains Were Not Reflected In Broader Economic Policies At Higher Levels Of Government.

Kabeer (2005) Examined The Intersection Of Gender, Politics, And Economic Policymaking, Focusing On How Women'S Political Involvement Impacted Economic Outcomes In Developing Nations, Including India. Her Findings Indicated That Increased Participation Of Women In Political Leadership Roles Often Resulted In Policies That Were More Attentive To Gender Equity, Particularly In Areas Such As Healthcare, Education, And Employment. However, Kabeer Noted That The Overall Impact Was Still Limited Due To The Persistent Structural Inequalities Within Political Institutions And The Wider Socio-Political Environment That Often Curtailed The Scope Of These Policies.

Rai (2010) Provided An Analysis Of The Role Of Women Leaders In Shaping Economic Policies In India. She Concluded That Although There Had Been Some Positive Contributions From Women Leaders At The State And Local Levels, Their Impact On National Economic Policy Was Less Pronounced. Rai Attributed This Discrepancy To The Male-Dominated Political Structures And The Underrepresentation Of Women In Major Political Parties. The Study Highlighted The Need For Stronger Institutional Reforms To Create A More Supportive Environment For Women'S Political Participation, Suggesting That Such Reforms Could Lead To More Effective Economic Policymaking That Addresses Gender-Based Disparities In India.

Methodology

This Theoretical Research Employs A Qualitative Approach To Analyze The Relationship Between Women's Political Representation And Gender Equity In Economic Policymaking In India. It Draws On Existing Literature, Policy Documents, And Legislative Debates To Assess Trends And Outcomes. Case Studies Of Women Leaders And Comparative Analysis Are Used To Highlight Transformative Impacts.

Historical Overview Of Women's Political Representation

Women's Political Participation In India Has Been Shaped By The Country's Colonial History, Independence Struggle, And Subsequent Constitutional Frameworks. The 1950 Constitution Of India Established Universal Suffrage, Giving Women The Right To Vote And Contest Elections. Early Post-Independence Decades Witnessed Limited Representation Of Women In Legislatures, With Less Than 5% Of Parliamentary Seats Occupied By Women During The 1950s And 1960s. However, Significant Milestones, Such As The Election Of Indira Gandhi As Prime Minister In 1966, Marked Symbolic Progress. Despite This, Systemic Barriers Such As Patriarchal Norms, Socio-Economic Inequalities, And Limited Access To Education Restricted Women's Political Involvement.

The Reservation Policy And Its Impact

A Major Shift Occurred With The Introduction Of The 73rd And 74th Constitutional Amendments In 1993, Mandating One-Third Reservation For Women In Local Governance Institutions. This Landmark Policy Exponentially Increased Women'S Participation In Grassroots Politics, With Millions Of Women Elected As Representatives In Panchayati Raj Institutions. The Policy Not Only Empowered Women At The Community Level But Also Served As A Platform For Political Leadership Development. However, At The National Level, The Women's Reservation Bill, Proposing 33% Reservation In Parliament And State Assemblies, Has Faced Legislative Hurdles And Remains Pending.

Implications For Gender Equity In Policymaking

Increased Political Representation Has The Potential To Enhance Gender Equity In Policymaking. Women Leaders Have Been Found To Prioritize Issues Such As Health, Education, And Social Welfare, Aligning Policies With The Needs Of Marginalized Groups. However, Challenges Persist, Including Tokenism, Lack Of Decision-Making Authority, And Societal Resistance To Women In Leadership Roles. Addressing These Requires Sustained Efforts, Including Capacity-Building Programs, Legislative Reforms, And Societal Awareness Campaigns.

Affirmative Action Measures In Enhancing Women's Representation In Political Institutions

Affirmative Action Measures, Such As Reservations For Women, Are Policy Tools Designed To Correct Historical And Systemic Inequities In Political, Social, And Economic Domains. In The Political Sphere, These Measures Aim To Enhance Women's Representation In Governance Structures, Where They Have Traditionally Been Underrepresented. Globally, Gender Quotas Have Been Adopted In Various Forms, And In India, The Introduction Of Reservations For Women In Local Governance Institutions Has Been A Significant Step Toward Addressing Gender Disparities.

Impact Of Women'S Reservation In Local Governance

The 73rd And 74th Constitutional Amendments In India, Implemented In 1993, Mandated A Minimum Of 33% Reservation For Women In Panchayati Raj Institutions And Urban Local Bodies. This Transformative Policy Led To An

Unprecedented Surge In The Number Of Women Holding Elected Positions At The Grassroots Level. Studies Indicate That Women Representatives Have Brought Unique Perspectives To Governance, Emphasizing Developmental Priorities Such As Education, Healthcare, And Water Management. The Policy Also Facilitated The Entry Of Women From Marginalized Communities, Thereby Broadening The Inclusivity Of Governance Structures.

Challenges To The Effectiveness Of Reservations

Despite The Success Of Affirmative Action Measures At The Local Level, Significant Challenges Remain. Many Women Representatives Face Barriers Such As Lack Of Education, Financial Constraints, And Resistance From Male-Dominated Political Hierarchies. In Some Cases, Proxy Representation Has Been Observed, Where Male Relatives Exercise Real Decision-Making Power. At The State And National Levels, The Women's Reservation Bill, Which Seeks To Extend The 33% Quota To Legislatures, Has Faced Political Roadblocks For Decades, Limiting The Scope Of Affirmative Action.

Long-Term Benefits Of Political Reservations

Affirmative Action Measures Have Shown Potential In Fostering Long-Term Benefits For Women's Political Empowerment. Research Highlights That Exposure To Political Processes Encourages Leadership Skills, Increases Confidence, And Inspires Future Generations Of Women To Participate In Politics. Moreover, Women Leaders Often Act As Role Models, Challenging Patriarchal Norms And Gradually Reshaping Societal Attitudes Toward Gender Roles.

Affirmative Action Measures, Particularly Reservations For Women, Have Proven Effective In Enhancing Their Representation In Political Institutions, Especially At The Local Level. However, Addressing Systemic Barriers And Ensuring Genuine Participation Remain Critical For Maximizing Their Impact. Expanding Reservations To Higher Political Institutions, Coupled With Capacity-Building Initiatives And Gender-Sensitive Policy Frameworks, Can Strengthen The Effectiveness Of These Measures And Pave The Way For A More Inclusive And Equitable Political Landscape.

Women Leaders And Economic Equity

Women Leaders Have Played A Pivotal Role In Addressing Structural Economic Disparities Such As Wage Inequality, Limited Resource Access, And Unequal Labor Market Participation. Their Leadership Often Brings A Gender-Sensitive Lens To Policymaking, Emphasizing Inclusivity And Social Equity. By Advocating For And Implementing Progressive Policies, Women Leaders Have Contributed To Significant Advancements In Reducing Economic Inequities.

Tackling Wage Inequality

One Of The Primary Areas Where Women Leaders Have Made An Impact Is In Addressing Wage Inequality. Policies Spearheaded By Women Leaders Often Focus On Enforcing Equal Pay For Equal Work, Closing The Persistent Gender Wage Gap. For Example, Women-Led Governments And Organizations Have Promoted

Transparency In Wage Structures, Strengthened Labor Laws, And Ensured Compliance With Anti-Discrimination Policies. Additionally, Campaigns Advocating For Living Wages And Gender Parity In Traditionally Male-Dominated Sectors Have Gained Momentum Under The Leadership Of Women, Fostering A More Equitable Economic Landscape.

Enhancing Resource Access

Women Leaders Have Been Instrumental In Expanding Access To Resources Such As Education, Credit, And Land Ownership For Women. They Have Supported Initiatives Like Microfinance Programs, Which Provide Women Entrepreneurs With The Financial Tools To Build Sustainable Livelihoods. Moreover, Women In Leadership Have Often Prioritized Investments In Female Education And Skill Development, Recognizing These As Critical Pathways To Economic Empowerment. These Efforts Not Only Improve Individual Outcomes But Also Contribute To Broader Community Development.

Promoting Labor Market Participation

Women Leaders Have Championed Policies To Increase Female Labor Force Participation, Focusing On Creating Supportive Environments. Initiatives Such As Workplace Childcare, Paid Maternity Leave, And Flexible Work Arrangements Have Been Introduced Or Advocated Under Their Leadership. Women Leaders Have Also Pushed For Legal Reforms To Protect Women In Informal And Unregulated Sectors, Which Employ A Significant Proportion Of The Female Workforce.

Leadership Driving Economic Inclusion

The Contributions Of Women Leaders To Addressing Wage Inequality, Enhancing Resource Access, And Promoting Labor Market Participation Demonstrate Their Capacity To Drive Economic Inclusion. Their Efforts Not Only Uplift Women But Also Strengthen Economies By Unlocking The Full Potential Of The Workforce. Expanding Women's Leadership At All Levels Is Essential For Fostering Equitable And Sustainable Development.

The Need For Inclusive Economic Frameworks To Achieve Sustainable Gender Equity

Women'S Perspectives In Economic Policy

Achieving Sustainable Gender Equity Requires Economic Frameworks That Are Inclusive, Participatory, And Sensitive To The Diverse Needs Of Women. Historically, Economic Systems Have Been Designed With Limited Consideration Of Gender-Specific Challenges, Leading To Persistent Inequalities In Resource Distribution, Labor Opportunities, And Decision-Making. Integrating Women's Perspectives Into Economic Policies Not Only Addresses These Disparities But Also Enhances Overall Economic Productivity And Societal Well-Being.

Economic Inequalities Faced By Women

Women Across The Globe Face Structural Economic Disadvantages, Including Wage Gaps, Limited Access To Credit, And Barriers To Formal Employment. According To Global Statistics, Women Earn, On Average, 20% Less Than Men For The Same

Work, With Disparities Often Exacerbated By Intersectional Factors Such As Race, Caste, And Geography. In Addition, Women Disproportionately Occupy Low-Paying, Informal, Or Part-Time Roles, Which Offer Little To No Social Security Or Benefits. These Systemic Barriers Highlight The Need For Economic Frameworks That Prioritize Gender Equity As A Central Goal.

The Role Of Inclusive Frameworks

Inclusive Economic Frameworks Are Designed To Address The Unique Challenges Faced By Women By Incorporating Their Perspectives Into Policy Formulation. Such Frameworks Focus On Key Areas, Including Education, Healthcare, Labor Rights, And Financial Inclusion. For Instance, Policies That Promote Equal Access To Education And Skill Development Programs Help Equip Women With The Tools Needed To Compete In Evolving Job Markets. Similarly, Inclusive Healthcare Systems Address Issues Like Maternal Health, Childcare Support, And Work-Life Balance, Enabling Women To Contribute Effectively To The Economy.

Integrating Women's Voices In Decision-Making

For Economic Frameworks To Be Genuinely Inclusive, Women Must Have A Seat At The Table In Policymaking Processes. Women Leaders And Policymakers Are More Likely To Advocate For Policies That Address Issues Such As Childcare, Wage Parity, And Workplace Safety. For Example, Countries With Higher Female Political Representation Have Been Found To Prioritize Investments In Social Infrastructure, Which Benefits Marginalized Groups. Integrating Women'S Perspectives Ensures That Policies Are Reflective Of Diverse Realities And Foster Equitable Development.

Benefits Of Gender-Inclusive Economies

Research Shows That Economies That Prioritize Gender Inclusivity Experience Stronger Growth And Resilience. Women'S Participation In The Workforce And Access To Entrepreneurial Opportunities Can Significantly Boost Gdp And Household Incomes. Moreover, Gender-Equitable Frameworks Contribute To Poverty Reduction, As Women Are More Likely To Reinvest Their Earnings In Education, Healthcare, And Community Development. These Ripple Effects Create A Sustainable Cycle Of Economic And Social Empowerment, Benefiting Entire Societies.

Challenges To Implementation

Despite The Evident Benefits, Integrating Women'S Perspectives Into Economic Frameworks Faces Several Obstacles. Patriarchal Norms, Limited Representation Of Women In Leadership Roles, And Inadequate Data Collection On Gender-Specific Issues Hinder Progress. Additionally, The Informal Sector, Where A Majority Of Women Are Employed, Remains Underregulated, Depriving Them Of Fair Wages And Benefits. Overcoming These Challenges Requires Targeted Interventions And A Commitment To Systemic Change.

Inclusive Economic Frameworks That Integrate Women's Perspectives Are Critical To Achieving Sustainable Gender Equity. By Addressing Systemic Barriers And Prioritizing Women'S Participation In Economic And Policy Processes, Such Frameworks Lay The Foundation For Equitable And Resilient Economies. Governments, Businesses, And Civil Society Must Work Collaboratively To Implement These Frameworks, Ensuring That Economic Growth Is Inclusive, Sustainable, And Empowering For All.

Conclusion

The Representation Of Women In Political Institutions And Economic Policy-Making Processes Is Essential For Achieving Sustainable Gender Equity. Women's Leadership Brings A Critical Perspective To Addressing Deep-Rooted Inequalities, Such As Wage Gaps, Unequal Resource Access, And Underrepresentation In Labor Markets. Affirmative Action Measures Like Reservations Have Proven Effective At Grassroots Levels, Empowering Women And Reshaping Local Governance. However, Significant Gaps Remain In Higher-Level Political Participation, Limiting The Reach And Influence Of Gender-Sensitive Economic Policies. Inclusive Economic Frameworks That Prioritize Women's Voices And Perspectives Are Key To Addressing Systemic Barriers And Fostering Equitable Growth. By Integrating Gender-Sensitive Policies And Enhancing Women's Participation In Decision-Making, Governments And Institutions Can Create A More Just And Resilient Society. Strengthening These Efforts Through Capacity-Building, Legal Reforms, And Societal Awareness Will Ensure That The Transformative Potential Of Women's Representation Translates Into Broader Economic And Social Empowerment For All.

References:

- Kabeer, N. (2005). *Gender Equality And Women'S Empowerment: A Critical Analysis Of The Policy Discourse*. Journal Of International Development, 17(1), 79-90.
- Rai, S. (2010). *Women In Politics: Gender Equity In Policymaking And Economic Outcomes In India*. Economic And Political Weekly, 45(39), 19-25.
- Sen, G. (2001). *Engendering The Politics Of Development In India: The Relationship Between Women'S Political Participation And Economic Policy*. Gender & Development, 9(2), 46-53.

Social Problems Of Women Education In Chittoor District Of Andhra Pradesh

¹Guri Rajani,

Dept. of Education.

²Dr. D. Yuvaraju,

Guest Faculty, Dept. of Business Management, S.V. University, Tirupati – 517 502,
A.P.

³Dr. D. Subramanyam,

Academic Consultant, Dept. of Economics, S.V. University, Tirupati – 517 502,
A.P.

Abstract:

Women's Education In Rural Areas, Such As Chittoor District In Andhra Pradesh, Faces A Multitude Of Challenges Due To Deep-Rooted Cultural, Socio-Economic, And Infrastructural Barriers. These Social Problems Hinder Women's Access To Quality Education And Their Overall Empowerment. Below Is An Exploration Of The Social Problems That Women Face In Accessing Education In Chittoor District.

Introduction

In Chittoor District Majority Of Population Is Poor, And Middle Classes. Especially Many Societies In Chittoor District Are Illiterates Due To The Social Barriers, Traditional Practices They Prefer To Provide Education To Sons On The Other Hand Girls Will Get Married As Early As Possible. They Believe That Girl Child Education Is Not Much Important They Think Girls I.E. Daughter Remain At Home To Do Domestic Duties And Help Mother After Marriage Serve The Husband, His Family And Give Birth To The Children.

Now A Day's Educated Societies Began To Get Some Enlightenment, Women Empowerment Schemes, Women Welfare From Government And Also Ngo's Demands. A Little Changes Happening In The Field Of Women Education. Women Education Has Been Encourage Not Only In Upper, Middle Classes But Also In Lower Classes. Even It Is A Difficult Task In Rural Areas. The Major Reasons For Women Education And Its Problems Chittoor District Are Poverty, Mass Literacy, Domestic Duties, Ignorance Social Economic Barriers, And Child Labor; Lack A Girl Schools, Lack Of Awareness, Lack Of Women Teachers, And Lack Of Personal Guidance For Women Education.

Factors Affecting Women Education

Family Economic Condition:

In Chittoor District Most Of The Population Rural Area. Many Of Families Defended On Agriculture And Agriculture Labor Works And Social Economic Works. Geographically Lack Of Rainfall And Lack Of Water Resources Either Irrigation Or Drinking Water Poverty Rate Compare To More Other District In A.P. Many Of Families Have Been Below Poverty Defended On Women And Girl's Works, Domestic Works, In Daily Life.

Community Socio-Cultural Considerations:

The Marriages Of Girls Area A Determining Factor In Education. Particularly Early Marriage In Chittoor District Has Been For Depriving Girls From Attending /

Poor Classes. Come Of Literate Girls Are Given A Way In Marriage Even Before They Are In Their Teen. Today, However, Early Marriage Is Not So Common And Women Education Has Been Encourage By Its Increasing Demand In Their Marriages Markets Especially Among The Upper And Middle Classes. Thus Due To Socio-Economic Reasons Coming In Chittoor District Are Still Not Coming In As Much In Number In The Educational Institution. The Task Ahead Is Difficult. The Very Fact Is Also That Education Among Women Education In Rural Areas Not Wide Spread More And More Number Of Institution Nearby Urban Areas.

Low Level Family Education:

Many Societies And More Population In A.P. (Chittoor District) Still Believes That Proper Place For Women Is To Remain At Home, Serve The Husband And His Family And Give Birth To The Children. This Function Can Be Performed Irrespective Of The Fact Whether The Girls Are Educated Or Not.

Child Labour

The Term Girl's Child Labor Is Often Used Synonymously With Employed Girls Child Or Working Girls Child In District Areas. Many Child Labors Participate Forcedly In Agriculture Fields In Chittoor District Are Majority Of Part Child Labor In Various Mandals Chittoor District. Children's Are Engaged In Various Forms Of Activities Ranging For Help In Domestic Work; Work In A Household Enterprise To Wage Work. The Work That Impinges On Child's Right To Women Education, Play, And Leisure Besides His Mental, Physical, Spiritual And Psychological Development Is Child Labor. Many Problems Are There Illiterate Family Members, Child Marriages And Different Social Barriers Problems Of Girl's Education, Lack Of Social Awareness, Social Discrimination, Lack Of Schools And Trained Teacher Etc.,

Women Trafficking

Women Trafficking As The Act Of Recruiting, Transporting, Transferring Harboring Or Received Person Through The Use Of Force Coercion Or Deception For The Purpose Of Exploiting Them. We See Women Trafficking As A Form Of Modern – Day Slavery, And Labor Trafficking In Chittoor District. Broadly Speaking Main Labor Trafficking Are One Place To Another Place (Like Hyderabad, Bangalore, Tirupati, Chennai) Latter Includes This Like Domestic Servitude, Field Labor, Child Soldiers, Factory Labors, Bridal And Reproductive Slavery Etc.

Shortage / Lack Of Girl's Schools

The Number Of Women Educational Institution Is Much Less In District And As Compared With Institutions Engage Education In The Spread Of Male Education. There In Many Cases Particularly In Remote The Village The Women Are Supposed To Travel Some Distance, Before Reaching A Women Education Institution. Many Parents (Families) Do Not Like That Their Daughter Should Leave The Village For Going To School.

Non-Availability Of A School Within Walking Distance Of The Girls, Particularly In Backward Areas In Chittoor District And The Unwilling Of Many Parents To Sent Their Daughter To Mixed Schools Beyond The Age Of 9 Plus. Lack Of Separate Sanitary Facilities For Girls In Mixed Schools, And Lack Of Suitable School Building And Equipment's And The Crisis Of No Girls Hostels In Near Schools.

Shortage / Lack Of Women Teacher For Education

The Lack Of Women Teacher In Primary And Middle School Has Been Very Largely Responsible For The Low Enrolment Of Girls, Especially In Chittoor District Rural Areas. It Is An Accepted Fact That The Primary Schools Should Be Staffed By Women Teacher. At Present The Proportion Of Women Teachers To Men Teachers In Very Low.

Lack Of Supervision And Personal Guidance For Girl Or Women Education:

The Development Of Women Education In The Different Backward Rural Areas In Chittoor Because Of Inadequate Machinery To Look After The Various Programs (Kgbv) In This Field Which Requires Concentrated Attention Special Care And Individual Guidance. The Number Of Lady Officers Is Far Too Small To Shoulder The Responsibility Of Speeding Of To Progress Of Women Education As Envisage In Our Plan.

Lack Of Adequate Incentives For Women Education: -

The Poor Enrolment Position Of Girls Especially In Back Ward Areas In Chittoor District, Cannot Be Improved Unless Special Incentives Are Provided. Special Scheme Sponsored By The Government Of India (Negpel, Kgbv, Etc.,) Have Been Adopted In Several State Backward Districts.

Although The Schemes Have Implemented, They Do Not Cover A Very Area And Total Result Thus Fall Short Of Expectation. These Special Schemes Provide Adequate Incentive To The Student, It Is Necessary That They Are Adopted In Larger Measure And Over A Wider Geographical Or Rural Areas With Special Priority To The Low Literacy Backward Districts Like As Chittoor District.

Sum Up

Eradication Of Illiteracy Among Parents And Community Through Adult Education Programs. Awareness On Girl Child Education. Particularly In The Chittoor Women Are Facing More Problems To Reduce These Problems Government Should Take More Initiation And Addressing Gender Bias In The Schools. Women Empowerment In The Burning Issues Of The Women Which Needs To Be Addressed By The Educationalists And Policy Makers. Programs Like “Beti Bacha Obedi Padado” Should Be Implemented Effectively Concerned Official. Empowerment Of Women Programs Will Be Undertaken By The Government And Other Stakeholders.

Role Of Women Entrepreneurship In Indian Economy-An Analysis

Dr.U.Sankara,

Lecturer in Economics, STSN. Govt. Degree College, KADIRI, Sri Satya Sai
District -515591,A.P., Mail ID: usankar.ram@gmail.com

Abstract

Women Entrepreneurship Was A Neglected Domain During The Past, But With The Spread Of Education And Awareness Among The Women The Picture Has Been Changed And The Women Have Emerged As Today's Most Memorable And Inspirational Entrepreneurs. It Is Said That Family Is A Chariot With Wheels Which Are Driven By Both The Male And Female Members Of The Family. If One Of The Wheels Is Lagging Behind, The Chariot I.E. The Family Will Not Be Able To Grow And Develop. In The Same Way When We Speak About A Nation, The Women Entrepreneurship Plays A Dominant Role In The Economic Development And Make Significant Contributions To The Economic Growth Of The Country. The Development Of The Country Would Be Very Slow If The Women Entrepreneurship Is Ignored And Stopped To Join The Main Stream Of Productive Activities.

This Paper Unfolds The Significance Of Women Entrepreneurship And Also Focuses The Role Of Women Entrepreneurs In The Indian Economy And Also Their Contributions To The Economic Development Various Broader Objectives Like Growth With Equity Can Be Achieved By Enabling The Development Of Women Entrepreneurship. There Is Necessity Of Molding And Shaping The Women Entrepreneurship With The Entrepreneurial Traits And Skills. This Will Enable The Women To Adapt With The Changing Trends In Both The Domestic And Global Markets And Built Up Competencies Enough To Sustain And Strive For Excellence.

Key Words: Women Entrepreneurship, Economic Development, Economic Growth, Contributions, Entrepreneurial Activities.

Introduction

Entrepreneurship Is Gaining Significance In The Modern Era. It Is A Global Phenomenon. The Developed Countries Are Already Enjoying The Fruits Of The Entrepreneurship Development. On The Country, In The Developing Economies Like India, Entrepreneurship Has Gained Importance In The Recent Past. In Developing Countries It Is Considered As Method Of Promoting Self Employment. But One Has To See Far Beyond This To Improve And Sustain The Economic Growth Of The Country. The Effective And Optimum Utilization Of The Available Resources In General And Human Resources In Particular Is Necessary For The Development Of Any Region Or A Country. The Competent Human Resources Will Surely Make Optimum Use Of The Other Resources. Competent Entrepreneurs Who Will Take Risks And Seize Every Opportunity To Utilize The Existing Physical And Natural Resources Are Required For The Development Of The Nation. Entrepreneurship Has Been A Male-Dominating Field From Ancient Times. But In The Modern Times The Situation Has Changed And Women Have Become The Most Innovative Entrepreneurs. Women Entrepreneurship Is A Recent Phenomenon Which Has Come Into Existence In 1970. But This Concept Became Prominent In The Year 1991, When

The New Industrial Policy Came Into Existence. This Policy Promoted Globalization, Liberalization And Privatization Which Created Maximum Self Employment Opportunities To Both Men As Well As Women. The Urge Of Women To Be Economically Self Development And The Spread Of Education Also Encouraged The Country Of Women In The Entrepreneurship. Earlier People Looked Strangely At The Women Who Were Running A Xerox Centre Or Std Booth. But Today The Scenario Has Changed Totally And We See Women Entrepreneurs In Almost Every Type Of Industry A Manufacturing Or Service Industry Or Any Trading Business. The Reasons Behind This May Be The Favorable Response Shown By The Women Towards The Changing Conditions And Also The Awareness Among The Women Regarding The Financial Stability And Independence. The Government Schemes And Incentives Are Indeed Major Factors Influencing The Increasing Number Of Women Entrepreneurs. Today The Role Of Women In The Economic Development Cannot Be Ignored, Rather Their Contributions In The Economic Development Is Quite Significant. But Still There Is Lot Of Scope In Development Of Women Entrepreneurship. Women Entrepreneurs Need To Be Properly Trained To Acquire The Entrepreneurial Skills And Traits To Face The Challenges In The Changing Global Scenario.

Entrepreneurship Is One Of The Major Factors Which Contribute To The Development Of The Nation. The Enterprising Sprit Of The People Accelerates The Economic Development. The Discussion Of Significance Of Entrepreneurship Will Be Incomplete If The Significance Of Women Entrepreneurs Is Ignored. Women Entrepreneurs Can Be Termed As New Engines For The Growth Or The Rising Stars Of The Economic Development Of The Developing Economies.

Definitions

- **Entrepreneur:** Entrepreneurs Are A Fairly Reputable Organization Within The Advanced International. They Are The Important Thing To Monetary Development. History Is Full Of Times Of Man Of Women Entrepreneurs Whose Creativity Has Caused The Industrialization Of Many Countries. It Inspires Visions Of Energetic, Practical Ladies And Men Engaging In An Extensive Kind Of Sizeable Deeds. An Entrepreneur Is A Vital Exchange Agent In Every Society. He Bridges The Space Between Plan And Execution.
- **Entrepreneurship:** Entrepreneurship Is Neither A Technology Nor An Artwork. It's Far A Practice And A Key To Economic Development. However, As In All Practices, Like Medicinal Drug Or Engineering, As An Instance, Knowledge In Entrepreneurship Is A Way To A Cease. It Is Not A 'Flash Of Genius' However Functional Responsibilities That Can Be Organized Into Systematic Work. Etymologically, The Time Period Entrepreneur Is Derived From The French Phrase Entrepreneur Who Way To Undertake. The Encyclopedia Britannica Defines An Entrepreneur As "A Character Who Bears The Danger Of Operating A Business In The Face Of Uncertainty About Destiny Situations".
- **Women Entrepreneurs:** Women Entrepreneurship Means No Longer Only An Act Of Business Ownership, However It Additionally Boosts The Economic System For Every Person, And The Empowered Ladies Can Crash Shortage - Not Best For Themselves, But For His Or Her Families, Societies,

And Countries Too. The Policy Maker Can't Ignore The Fact That Girls Are Actually A Promising Monetary Force. The Modern-Day International In Addition To The Democratic Financial System Is Now Balanced By The Participation Of Both Males And Females. Women Entrepreneurs Have Been Rising In All The Segments Of The Economy Which Is More Than 25% Of All Types Of Business. As Per Center For Women's Business Research, 2009 Women Entrepreneurs Were Increasing Twice As Fast As The Other Business From 1997 To 2002. During The 2008 Economic Depression, 5% Of High Potential Women And 4% Of High Potential Men Their Employment To Establish Their Business Venture.

- **Classes Of Women Entrepreneurs:** 1. The Primary Group Categorized As Educated And Professionally Trained Women. They Will Take All The Decisions Like Men Do. These Categories Of Women Lead Medium And Large Business Units. 2. The Next Group Includes Females Who May Not Be Educated /Trained In The Field Of Management But Hold Skills Required For Small Scale Businesses. They Prefer The Products Which Are Familiar To Them Like Handicrafts, Clothing, Salons Etc. 3. The Large Group Of Female Entrepreneurs Works In Slum And Cities Areas To Aid Women With Poorer Habits Of Living, There Are Organizations Which Have The Motive Of Service To Society. Such As Lizzat Papad, Sasa Detergents Etc. Require Government Support In Marketing And Getting Funding At Cheaper Rates.

Review Of Literature

Joseph Schumpeter: Entrepreneurship Is An Economic Activity Which Is Undertaken By An Individual Or Group Of Individuals. Entrepreneurship Can Be Defined As The Making Of A "New Combination" Of Already Existing Material And Forces; That Entrepreneurship Throws Up As Innovations, As Opposed To Inventions And That No One Is Entrepreneur Forever, Only When He Or She Is Actually Doing The Innovative Activity.

Motik, S.(2000) Also Tried To Connecting Women Entrepreneur And Economic Growth And Found That Women Entrepreneurs Help In Economic Development By Job Creating, Increase Saving That Results Energize In Working Capital, Increase Business Volume.

Behara, S.R. And Niranjana, K.(2012) Studied That For A Women Entrepreneur Major Challenges In India Are Choice Between Family And Career, Low Level Of Education, Scarcity Of Financial Assistance, Socio-Cultural Hurdles.

Priyanaka Sharma (2013) Highlighted The Development Ways For Women Entrepreneurship. These Are Providing Better Educational Facilities, Adequate Training Programs, Vocational Training, And Establishing Special Target Groups For Women Entrepreneurs Etc. This Study Also Highlighted The Problems Faced By Women Entrepreneurs. These Are Male Dominating Society, Inadequate Financial Assistance, Women Family Obligations Etc.

Singh, A. (2014) Identifies The Reasons & Influencing Factors Behind Entry Of Women In Entrepreneurship. He Explained The Characteristics Of Their Businesses In Indian Context And Also Obstacles & Challenges. He Mentioned The Obstacles In The Growth Of Women Entrepreneurship Are Mainly Lack Of Interaction With Successful Entrepreneurs, Social Un-Acceptance As Women Entrepreneurs, Family

Responsibility, Gender Discrimination, Missing Network, Low Priority Given By Bankers To Provide Loan To Women Entrepreneurs. He Suggested The Remedial Measures Like Promoting Micro Enterprises, Unlocking Institutional Frame Work, Projecting & Pulling To Grow & Support The Winners Etc.

P. Jayakumar And J. Kannan (2014) Highlighted The Challenges And Opportunities Before Women For Self-Employment. Main Challenges Faced By The Women Are Dual Role Of Women Overlapping Of Responsibilities Of Business And Family, Illiteracy Among Rural Women, Less Risk Bearing Capacity, Lack Of Information And Assistance, Need Of Training And Development Etc. With The Increasing Interest Of Government In Women Entrepreneurship Created It As An Opportunity For Women.

Objectives Of The Study

The Need Of More Women Entrepreneurs Has To Be Studied For Two Reasons, The First One Is That Women Entrepreneurship Is An Important Untouched Source Of Economic Growth And The Second Reason Is That The Women Entrepreneurs Create New Jobs For Themselves And Others; They Can Provide Different Solutions To Management, Organization And Business Problems.

The Present Study Aims At Fulfilling The Following Objectives

1. To Study The Profile Of Women Entrepreneurs
2. To Highlight The Contributions Made By The Women Entrepreneurs To The Indian Economy.
3. To Study The Challenges Faced By The Women Entrepreneurs In India
4. To Give Some Suggestions

Women Entrepreneurs In India

In The 70s And 90s, The Women In India Were Hardly Engaged In Any Type Of Self Employment During This Period The Women Were Attracted Towards Various Opportunities Of Employment In Different Banks, Lic, Teaching Jobs, Etc. They Were Also Found In The Low Productive Sectors Like Agriculture And House Hold Activities. A Women Earning In Entrepreneurial Activities Like Medium And Small Scale Enterprise Was A Remote Idea. They Were Perceived As A Home Maker And An Idea That A Women Can Take Up Entrepreneurial Activity Was A Joke. It Was Predominantly A Male Dominated Field Till The Rise Of 90s. After The Introduction Of The Policy Of Privatization, Liberalization And Globalization The Women Started Responding To The Changes In The Environment And Their Entry In The Entrepreneurial Activities Was Noticed. The Process Of Computerization Also Was An Aid For Women In Their Way. The Beginning Period Marked The Existence Of Women In The Businesses Related To Home Made Products Like Pickles And Papads. But Later The Focus Was Shifted Towards The Entrepreneurial Activities Related To The Small And Medium Enterprises Related To The Manufacturing, Trading And Service Sector. The Planning Commission And Also The Indian Government Has Recognized The Need For Women To Participate In The Mainstream Of Economic Growth. Women Entrepreneurship Is Understood As An Effective Strategy To Solve Both The Rural And Urban Poverty. The Government Of India Through Different Policies And Programmes Is Encouraging The Indian Women To Come Forward And Involve In Different Entrepreneurial Activities. The Integrated Rural Development Programme (Irdp), Training Of Rural Youth For Self

Employment (Trysem), Development Of Women And Children In Rural Areas (Dwcra), Entrepreneurship Development Programme (Edps), Prime Minister Rojgar Yojna (Pmry), Are A Very Few Examples Of The Different Programs Undertaken By The Government Of India And Planning Commission. The Government Has Also Extended Subsidies, Tax Waiver Schemes And Concessions For The Women Entrepreneurs.

Some Successful Women Entrepreneurs In India

Women Entrepreneurs Who Have Successfully Set Up Their Enterprises Can Act As Advisors For The Upcoming Women Entrepreneurs. The Advices Taken From These Successful Entrepreneurs Can Prove Beneficial For The Upcoming Women Entrepreneurs By Resulting In Better Involvement Of Women Entrepreneurs In Their Enterprises

- Chandakocchar, Executive Director, Icici Bank
- Ekta Kapoor, Creative Director, Balaji Telefilms
- Kiran Mazumdar-Shaw, Chairman And Managing Director, Biocon
- Ranjana Kumar, Chairman, Nabard
- Renuka Ramnath, Ceo, Icici Ventures
- Ritu Kumar, Fashion Designer
- Indra Nooyi, Pepsico Ceo
- Savitri Jindal, Jindal Group Chairwoman.

Contributions Of Women Entrepreneurs

The Role Of Women In The Economic Development Of The Nation Cannot Be Neglected. In Fact They Have To Be Encouraged And Motivated To Take Active Part In Any Business Activity. Women Occupy A Larger Share Of The Informal Economy And Also In The Micro And Small Enterprise Sector In India. The Acceleration Of Economic Growth Requires An Increased Supply Of Women Entrepreneurs. Women Entrepreneurs Play The Role Of Change Makers Both In The Family And Also In The Society And Inspire Other Members Of The Society To Take Up Such Activities. Women Entrepreneurs Are Assets Of The Nation As They Are Engaged In Certain Productive Activity And Also The Create Job Opportunities For Others. This Leads To Poverty Reduction And Minimizing The Problem Of Unemployment.

1. **Capital Formation:** An Economy Grows Rapidly If The Idle Savings Are Invested In Some Productive Activities. The Idle Funds Mobilized And Invested In The Industry And Thus Optimum Utilization Of National Resources Is Done. This Phenomenon Of Capital Formation Accelerates The Economic Growth.
2. **Improvement In Per Capita Income:** The Exploitation Of The Opportunities To Covert The Idle Resources Like Land, Labour And Capital In To National Income And Wealth In The Form Of Goods And Services Is The Outcome Of Increasing Entrepreneurial Activities. The Per Capita Income And The Net National Product Will Be Increased Resultantly.
3. **Generation Of Employment:** Entrepreneurial Activities Give Rise To Employment Opportunities. The Women Entrepreneurs Become The Job Creators And Not Job Seekers. Naturally The Economic Growth Will Be Accelerated By Generating Employment.

4. **Balanced Regional Development:** The Regional Development Of The Nation Is Balanced As The Women Mostly Start Their Business Activities In The Rural And Underdeveloped Regions. Government Also Encourages The Entrepreneurs To Start Businesses In These Areas Through Different Schemes And Subsidies.
5. **Improvement In Standard Of Living:** Various Products Are Produced By The Women In Their Small Scale Businesses, Which Are Offered To The People At Reasonable Rates. New Products Are Introduced And The Scarcity Of Essential Commodities Is Removed. This Facilitates The Improvement In Standard Of Living.
6. **Innovations:** Innovation Is The Key Of Entrepreneurship. An Entrepreneur Through Her Innovations Begins New Enterprise And Thus Plays An Important Role Of Pioneer And Industry Leader. As We Have Seen Above The Enterprise Leads To Acceleration Of Economic Growth Through Different Angles. Women Entrepreneurs Are Transforming Families And Society, Besides Making Contributions To Business Development.

Challenges Faced By Women Entrepreneurs

Women Have To Face Various Problems In Both The Cases-While Entering Into Any Entrepreneurial Activity And Also While They Are Continuing With Their Business. No Doubt Even Men Entrepreneurs Also Have To Face Challenges But Being A Women Or The Womanhood Has Created Certain Challenges Which The Women Have To Face Exclusively.

1. **Conflicts Between Domestic And Entrepreneurial Commitments:** A Women Primarily Has To Look After The Domestic Work. Her Family Obligations Are Obstacles For Her Most Of The Times For Conducting Her Entrepreneurial Activities. Her Responsibilities Towards Her Children And The Old Members And Family As Whole, Results In Very Little Time Left For Her To Engage Herself In Any Business Activity.
2. **Gender Gaps In Education:** In Many Families In India Girls/Women Are Avoided To Go To Schools And Colleges Due To Various Reasons. The Family Members Stop Their Education At Different Levels Before Graduation, Thus The Question Of Higher Education Doesn't Come Into Picture. There Is A Lack Of Combination Of Education, Vocational Courses And Other Courses Necessary For Taking Up Any Entrepreneurial Activity.
3. **Fear To Taking Risks:** Women Are Considered As Being More Afraid Of Taking Risks And Moving Forward. Women Are More Comfortable In Their Safe Zone. They Are Afraid Of Moving Out Of Their Comfort Zones. This Fear May Be Fear Of Failure, Fear Of Success, Fear Of Being On Their Own.
4. **Patriarchal Society:** Women Do Not Get Equal Treatment In This Male Dominated Society Even In These Days When Women Work In Space Research Centres. Ours Is A Patriarchal Society Which Pampers The Male Ego And Whims. In This Scenario, A Woman Taking Up Entrepreneurial Activity Is A Distant Dream.

The Other Challenges Faced By Women Are Those Which Are Common Both Men And Women Entrepreneurs. Shortage Of Finance, Marketing Problem, Shortage Of Raw Material, Stiff Competition, High Cost Of Production, Limited Managerial

Ability, Lack Of Entrepreneurial Training, Etc Are The Various Challenges Faced By Women Entrepreneurs.

Suggestions To Overcome The Challenges

Women Have To Come Forward To Start Up The Enterprise. But She Needs A Little Support In The Initial Stages Of Setting Up The Business.

1. **Education And Awareness:** The Negative Social Attitude Of The Society Can Be Changed By Conducting Different Awareness Programs And Educate The Women And Also The Society Regarding The Fruits Of Women Indulging In The Entrepreneurial Activities. Women Also Should Be Made Aware Of The Importance Of Education, Different Vocational Courses, So That They Can Make Up Their Mind For Starting Enterprise.
2. **Training Facilities:** Women Lack Different Skills Like The Managerial Skills, Communication Skills, Language Problems, Etc. Various Training Programs Can Be Developed So That The Women Take Full Advantage And Confidently Engage Themselves Into Any Business Activity.
3. **Planning:** Women Should Never Enter Into Any Business Without Proper Planning. They Have To Create Appropriate Strategies. A Blue Print Of The Activities To Be Undertaken Should Be Prepared Which Will Specify The Product/Service, The Target Customers, The Mode Of Financing And The Way The Business Will Be Undertaken On Daily Basis. This Will Give A Proper Idea To The Women Entrepreneur Of Her Responsibilities And Her Commitments.
4. **Team Building:** The Women Entrepreneur Has To Forget The Fact That She Is The Only Person Who Will Do The Particular Task Perfectly. She Should Have A Team, The Members Of Which Have Different Skills And Strengths And The Women Should Be Able To Coordinate With The Team And Thus Bring Out All The Strengths And Skills In The Members For The Success Of The Business.

Conclusion

There Is Direct Relationship Between The Economic Growth, Poverty Reduction And Women Entrepreneurship. It Has Been Correctly Stated By Our First Prime Minister Pandit Jawaharlal Nehru, That “When Women Move Forward, The Family Moves, The Village Moves And The Nation Moves.”

The Above Discussion Reveals That Though Women Entrepreneurs Are Gaining Recognition Recently, Still There Is A Long Way They Have To Go. The Transition From Homemaker To Women Entrepreneur Is Not So Easy And In The Same Way It Is Also Difficult For Women To Succeed And Sustain In Her Business. She Has To Learn From Her Experiences, Adapt Herself And Overcome The Challenges In Her Field. She Has To Creatively Utilize Her Strengths To Overcome The Threats And Grab All The Opportunities To Minimize Her Weaknesses. This Will Be Certainly A Mantra For Her To Develop And Grow Her Business Successfully.

References

- Schumpeter Joseph, The Theory of Economic Development Women entrepreneurship Learning Systems, New Delhi.
- Motik,S (2000), Significant roles of women entrepreneurs in economic

- development, presented in 5th Women Leaders Network (WLN) Meeting
- Behara, S.R. and Niranjana, K. (2012), Rural Women Entrepreneurship in India. IJCEM International Journal of Computational Engineering & Management, 15(6)
- Priyanaka Sharma (2013), “Problems Being Faced By Women Entrepreneurs in Rural Areas”. The International Journal of Engineering and Sciences (IJES), 2(3), 52-55
- Sharma, P. (2013), Women entrepreneurship development in India, Global journal of Management and business studies, 3(4), 371-376.
- Singh.A. (2014), “Role of Women Entrepreneurs in India: A SWOT Analysis, International Journal of Management and Business Studies, 4(2), 231-238.
- Jayakumar , P. and Kannan. J. (2014), “Challenges and Opportunities for Rural Women Entrepreneurs”, Economic and Business Review, 2(1) 35-39.
- Dr. Devarapalli gondola Rao (2018): Growth and development of women entrepreneurs in India and challenges and empowerment volume3; Issue 1;January 2018; Page No.235-242

Women in Education, Employment and Empowerment

P Sobha Latha¹

Lecturer in Mathematics

Smt. NPS Govt College for women

Chittoor.

E-mail: psobhalatha@gmail.com

Dr. K Vaishnavi²

Lecturer in Chemistry

Smt. NPS Govt College for women

Chittoor.

E-mail: vaishnavik.chem@gmail.com

Abstract

Education serves as a foundation for constructive social change and transformation. This exposes a person to fresh and creative ideas, comprehension, and critical abilities for growing both personally and environmentally. Women who receive an education are better equipped to grasp the economics of resource management and seize chances for value creation at both the macro (societal) and micro (household) levels. The topic demonstrates the importance of women's education and its advantages for a society's and the country's overall competitiveness. According to UNICEF, 122 million females worldwide are out of school, including 34 million of primary school age and 87 million of secondary school age ^[2].

Women's education has been a major concern in India, providing the foundation for women's empowerment by bridging inequalities ^[1], elevating their status within the family, and encouraging active participation in society. Education is essential for unlocking women's potential, cultivating their creativity, and preparing them to face the complexities of modern life.

Women's empowerment is essential to the improvement of global socioeconomic conditions. Employment is the cornerstone of empowerment because it provides women with financial independence, boosts their self-esteem, and offers them greater control over their lives ^[3]. This study looks at the connection between women's empowerment and employment, highlighting the advantages, challenges, and strategies for boosting women's economic participation.

Keywords: "Empowerment, Independence, Education and Employment"

Introduction

Women's empowerment is a crucial component of every community, state, or country. Mothers have primary responsibility for their children during their formative years. They play a vital part in our culture, and empowering them via education has the potential to change attitudes and opinions ^[3]. Women's empowerment is consequently critical for India's political and economic progress. The Indian Constitution authorizes the government to adopt affirmative action to promote women's empowerment. Education has a tremendous impact on women's life. Education raises women's understanding of their rights and empowers them to combat economic and

social inequalities. It is the foundation for prosperity, growth, and overall well-being. An educated woman lays the groundwork for her family to thrive in a competitive environment. According to research, educated women raise better-educated and healthier children, resulting in higher social and economic productivity in households.

Education lowers baby and maternal mortality and contributes significantly to population control. Literate women are more inclined to contribute to health care, education, infrastructure, and poverty reduction. As a result, an educated woman can help raise a family's standard of living. A participatory environment with equitable distribution of resources and opportunities can produce revolutionary outcomes.

Women's rights and empowerment have become major worldwide movements in recent years, setting new standards. Events like International Women's Empowerment Day are growing in popularity. Despite this progress, many women continue to be denied their rights and subjected to degrading traditions and responsibilities, especially in rural areas. Since females who receive an education are more likely to thrive in their homes, communities, and careers, education has a transformative effect. Attending classes, taking part in training aimed at developing skills and capacity, or, better yet, receiving mentorship in essential aspects of empowerment are all ways that women can educate themselves.

Objectives

- Ensure equitable access to quality education for girls and women at all levels, with a particular emphasis on rural and underserved areas.
- Encourage and support women's involvement in science, technology, engineering, and mathematics (STEM) fields.
- To eradicate workplace discrimination, advocate for equal pay and fair opportunities for promotion and leadership positions.
- Establish workplace rules that promote working women, such as maternity leave, flexible hours, and childcare facilities.
- Educate women on their legal rights and provide them with legal assistance for issues such as domestic violence, harassment, and discrimination.
- To Promote gender equality by making sure women in all fields have equitable access to opportunities, resources, and social recognition.

Literature review

Capacity building ^[2] is a step in the empowerment process. Education enables women to broaden their perspectives and understanding, so increasing the competitiveness of families, communities, and nations. Opportunities, control, and resource generation are some of the components that make up empowerment. Consequently, the distribution of resources, will, and ability might be important indicators when assessing empowerment. Participation in education and skill training programs improves career opportunities and economic empowerment. The consequent benefits are numerous, ranging from financial freedom to social contributions and most crucially, increased voice and involvement in decision-making processes.

The aim of this study is to investigate how education contributes to women's empowerment, specifically with regard to their involvement in decision-making and economic empowerment in society.

Importance of Women's Education

Every civilization has had communities, sects, or groups that have been denied or oppressed their fundamental rights at some point in time ^[3]. This is frequently caused by a lack of understanding, either among the marginalized individuals or among the so-called "dominant" elements of society. In the majority of societies, women have traditionally been the main targets of this kind of denial. Women have frequently been on the losing end of issues such as the right to life and liberty, freedom of expression, and access to employment and education. True empowerment starts with knowledge and awareness. Women's struggle for human and civil rights is steadily reducing as education advances.

Education is essential to a society's or nation's development and economic prosperity, and this is particularly relevant for women's education. It provides women with the scientific and technological capabilities they need to meet the challenges of today's digital age. Education also allows people to access information from all over the world via technology. Furthermore, educating a woman not only increases her knowledge but also gives her the ability to make educated decisions and take on duties within her family and the larger community.

Education and women's empowerment are strongly positively correlated, especially in patriarchal and traditional countries where families frequently place a low value on women's secondary and further education, especially for young women. Education empowers women by making them aware of their rights and allowing them to contribute to society through formal work, poverty alleviation, and home assistance ^[5]. Educated women are more effective at leveraging resources for long-term and constructive societal change, highlighting the need to give them more control over resources. Furthermore, women with higher levels of education have a stronger voice in society. As a result, protecting and strengthening women's freedom of expression is critical to promoting tolerance and minimizing discrimination. Education remains the most effective instrument for breaking down societal barriers and overcoming obstacles.

In India, the significance of women's education cannot be emphasized because it is essential to advancing gender equality and influencing the nation's socioeconomic development. By giving them the information and abilities necessary to actively engage in the workforce, make wise decisions, and make a significant economic contribution, education is crucial for ending the cycle of poverty among women ^[4].

Women's Education in India ^[6]:

Women's education in India has gained global attention, as educating women significantly boosts the country's GDP by enabling them to contribute to household incomes. A recent survey reveals that the female literacy rate in India stands at 70.3%, compared to the male literacy rate of 84.7%. According to the NSO, India's overall literacy rate is 77.7%, a figure expected to rise steadily with improved access to learning resources nationwide.

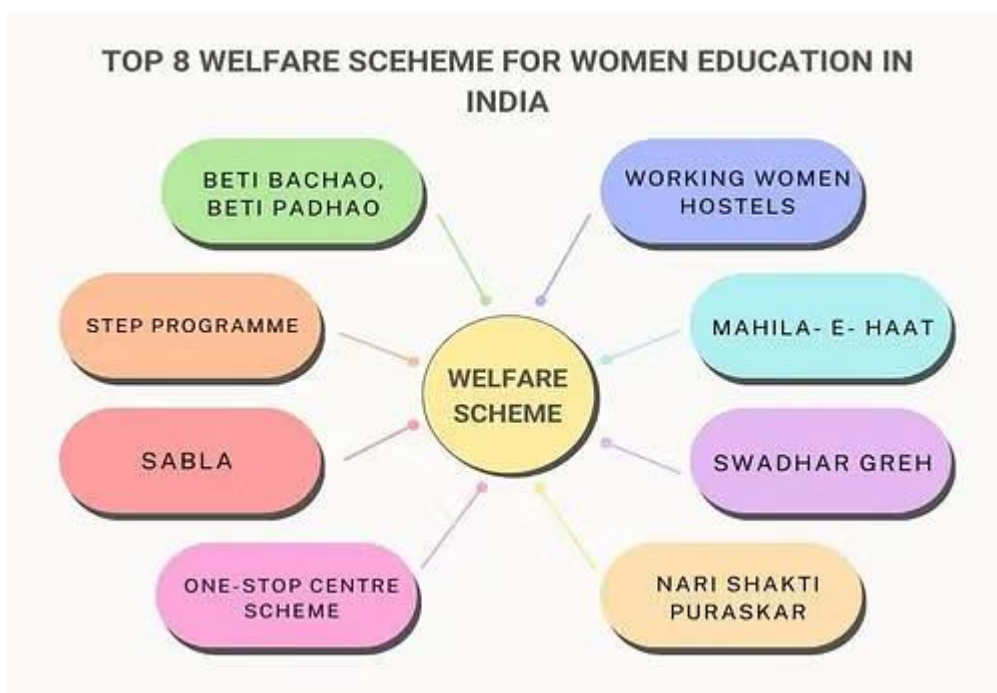


Figure 1. Women Education: Top 8 Welfare Schemes ^[6]

Following independence, women were freed from the habit of in-house traditions. Higher education came into existence when the Constitution established the Right to Education. Article 45 of the Indian constitution refers to obligatory education for children. The new India debunked the myths and stereotypes about what women prefer and dislike. Today's understanding of women's education differs significantly from that of the past. Women have already altered gender norms and removed certain deeply held false concepts from people's brains. However, women have begun to work toward reaching goals and becoming self-sufficient in order to benefit from any scenario. Their overall approach to the workplace lets them stand out even in low light. From 1991 to 2024, the female literacy rate increased by roughly 40%, while the male literacy rate increased by about 33%. The percentage of female literacy rate varies by census year.

Census Year	Female (Per Cent)	Total Population (Per Cent)
2024	80	85.95
2021	75.1	94
2011	64.6	74
2001	53.7	65
1991	39.8	52.2
1981	29.8	43.6
1971	22	34.5
1961	15.4	28.3
1951	8.9	18.3

The India Employment Report 2024- Outlook on Women Employment in India^[7]:

- In 2023, the female labour force participation rate (LFPR) was 37, compared to 78.5 for men. The World Bank reports that the global LFPR rate for women is 49.
- The female labour force participation rate (LFPR) has been continuously dropping since 2000, reaching 24.5 in 2019, before gradually increasing, notably in rural areas.
- Increased Participation: Women have accounted for the majority of the rise in self-employment and unpaid household work. After 2019, self-employed workers accounted for about two-thirds of new jobs, with unpaid family workers making up the majority. After 2000, there was a steady growth in regular work, but it began to decrease after 2018.
- India has a significant number of unemployed youth, with a greater rate among young women compared to men.

What Needs to Change?

- Promote growth in labour-intensive sectors, such as textiles and IT, which have higher productivity.
- Public investment is crucial for safety (e.g., street lighting and CCTVs), transportation (e.g., inexpensive last-mile public transit connectivity), and

- affordable care for children and seniors.
- Investment in safe accommodation for working women, allowing for easy travel away from home.
 - Recognize unpaid care work as an economic activity.

List of Women Empowerment Schemes in India 2024 ^[8]:

Women's empowerment is a hot topic all around the world. In the twenty-first century, women have begun to participate in several fields traditionally identified with men. The advancement of technology has made the process easier. Going a step further, the Indian government has published its vision of women-led development, which aims to make India a developed nation by 2047. In this blog, we will look at all of the current women's empowerment initiatives in India. Few Important Women Empowerment Schemes are as follows:

1. Sukanya Samriddhi Yojana (SSY)
2. Lakhpati Didi Scheme
3. Drone Didi Scheme
4. Mission Indradhanush
5. Mudra Yojana
6. TREAD Scheme
7. Ujjwala Yojana
8. Standup India Mission
9. PMAY (Pradhan Mantri Awas Yojana)
10. Women's Helpline
11. STEP Initiative
12. Mahila E-Haat Scheme
13. Mahila Samman Savings Certificate (MSSC) Scheme
14. Mahila Shakti Kendras

Challenges and Prospects:

According to ^[2] UNICEF estimates, there are around 122 million girls out of school worldwide, including 34 million in elementary school and 87 million in secondary education.

Primary and secondary school attendance rates are approaching gender parity worldwide, with 90% of girls and 92% of boys enrolled. While enrollment numbers are comparable—gender parity in primary school enrollment has been attained in two-thirds of countries—completion rates reveal a different picture. Compared to 67% of boys, only 63% of girls finish basic school in low-income nations. At the secondary level, the difference becomes even more, with 43% of boys and 38% of girls completing lower secondary school. In low-income nations, the upper secondary completion rate is only 21% for girls and 26% for boys.

Empowerment is both the act of providing someone authority, rights, or authorization to carry out certain activities or responsibilities and the state of being empowered. Encouraging people to think, act, make decisions, and take charge of their personal

or professional lives on their own is part of it. Simply put, it means allowing people to function as capable, self-sufficient individuals.

Some of the Economic challenges are mentioned below:

Poverty: One of the biggest barriers to education remains poverty. In financially challenged households, immediate economic demands may take precedence over the imagined long-term benefits of schooling. Due to a lack of funds, families may choose to educate males more than girls, which would increase the dropout rate for girls ^[4].

Cost of Education: While elementary school is technically free, the additional costs for uniforms, books, transportation, and other needs might be difficult for low-income families to afford. Due to these unstated expenses, families are frequently deterred from making sure their daughters attend school regularly.

Education Quality: India's educational standards differ greatly from one another. Government schools, especially those in underprivileged areas, frequently struggle with issues like inadequate funding, inexperienced teachers, and out-of-date curricula. Poor learning outcomes and increased dropout rates, particularly among girls, are caused by these variables.

Employment prospects: Families in remote areas may be discouraged from funding girls' education due to a lack of employment prospects. When there are few job opportunities in the area, families can think that educating girls is not worth it ^[4].

Conclusion:

Women's education, employment, and empowerment are interconnected foundations of social, economic, and cultural advancement in any community. Education is the cornerstone of empowerment because it gives women the information and abilities they need to question social conventions, make wise decisions, and make significant contributions to their communities. Employment enhances this empowerment by providing financial independence, increasing self-confidence, and allowing women to play an important role in economic development.

Empowered women have a long-term impact on families and communities, promoting improved health, education, and economic results. However, overcoming structural obstacles like gender discrimination, unequal access to jobs and education, and constrictive social norms is necessary to achieve true empowerment ^[5]. Societies can realize the full potential of half their population by investing in women's education, ensuring equal employment opportunities, and championing their rights and autonomy, paving the path for a more egalitarian, inclusive, and successful society.

Education, employment, and empowerment are not only issues for women; they are essential for long-term growth and social transformation.

References:

- Bhaskar, A. (2021, March 8). Role of education in women empowerment. SkillRary.
- Habib, K., Shafiq, M., Afsan, G., & Qamar, F. (2019). Impact of education and employment on women empowerment. *European Online Journal of Natural and Social Sciences*, 8(3), 62-74.

“Empowering Women: Promoting Innovation, Entrepreneurship and Sustainability”

A. Vaishnavi¹,

(Student of Political Science)

Email ID:vaishnaviaradada13@gmail.com

Dr. K. Sai Kumari²,

(HOD of political science)

Sri Padmavathi Degree & P.G College, Sri Padmavati Mahila Visvavidyalayam,
Tirupati

Abstract

Key Points: Women, Empowerment, Poverty, Rural Women, Schemes.

Rural Women:

Rural women play a fundamental role in rural communities around the world providing care and being involved in number of economic pursuits such as subsistence farming, petty trading and off-farm work

Women Empowerment:

Women empowerment is a critical and powerful strategy for addressing rural poverty as it directly impacts multiple dimensions of development, including economic growth, education, healthcare, and social equity.

Key Areas Where Women Empowerment Impacts Rural Poverty

Providing women with opportunities for employment, entrepreneurship, and self-employment boosts household incomes and economic stability. Self-Help Groups (SHGs) under the National Rural Livelihood Mission (NRLM) enable women to access credit and start small enterprises. Educating women leads to better family health, nutrition, and children's education, breaking intergenerational poverty. Saakshar Bharat Mission improves literacy rates among rural women. Bridging the digital divide helps rural women access resources, markets, and knowledge. Empowered women invest more in healthcare, sanitation, and nutrition, improving the overall quality of life. Empowered women prioritize their children's health and education, fostering long-term socio-economic benefits.

Government Initiatives for Women Empowerment in Rural Areas

National Rural Livelihood Mission (NRLM) mobilizes rural women into SHGs, providing financial support and training. Mahila Kisan Sashaktikaran Pariyojana (MKSP) empowers

Conclusion

Empowering rural women is not only a matter of social justice but also a strategic approach to eradicate poverty. By enhancing women's economic participation, decision-making power, and access to education and healthcare, rural households and communities benefit immensely. A holistic approach involving government policies, private initiatives, and community support can bridge the gender gap, enabling rural women to act as agents of change and drive sustainable development. Empowered women uplift families, communities, and ultimately, the nation.

References:

Third concept magazine, January 2019, Women empowerment.

2 Third concept magazine, July 2019, Rural development schemes.

The Role Of Women In Shaping Entrepreneurial Ecosystems

G. Padmashree¹

(Ph.D.) Research Scholar, Ethiraj College For Women, Chennai-08.

Dr. V.M. Suneela Shyam²,

M.A.(Economics)., M.Phil. (Economics)., M.A(Population Studies).,

M.A.(History)., M.A. (Public Administration)., M.A. (Journalism & Mass

Communication)., M.Ed., M.B.A (HRD) PGDHE., Ph.D (Economics)., Ph.D

(Education)., **Associate Professor of Economics**, Ethiraj College for Women,

Chennai-08., Email: drsuneelashyam@gmail.com.

Abstract:

Women entrepreneurs have become increasingly vital to global economies, contributing significantly to innovation, job creation, and social progress. However, despite their crucial role, women face unique challenges in establishing and growing businesses, including limited access to capital, societal biases, and a lack of supportive networks. The growth of women entrepreneurship is not only an economic issue but also a gender equality concern, as it has the potential to empower women and promote social change. This study explores the factors influencing women entrepreneurship, the role of women entrepreneurs in fostering economic development, and the barriers that hinder their progress. Key challenges such as financial limitations, cultural norms, inadequate education, and gender discrimination are identified, along with potential solutions to address these issues. The paper also discusses strategies to promote women entrepreneurship, including enhancing access to financial resources, improving education and training, fostering supportive networks, and promoting gender-inclusive policies. Furthermore, it highlights the importance of leveraging technology and digital tools to empower women entrepreneurs in the modern business landscape. By addressing these barriers and fostering an enabling environment, the potential of women entrepreneurs can be fully realized, contributing to sustainable economic growth and development.

Keywords:

Women Entrepreneurs, Education, Technology, Gender Bias, Social Change, Economic Growth, Empowerment, Digital Tools, Entrepreneurial Ecosystem.

Introduction

Women entrepreneurs are increasingly emerging as significant contributors to economic growth and societal progress worldwide. They play a pivotal role in fostering innovation, creating jobs, and driving sustainable development. Women-led businesses not only contribute to economic productivity but also bring diverse perspectives to problem-solving and decision-making processes. The entrepreneurial journey of women often extends beyond financial success, as they actively engage in community development and champion social causes. Despite their growing presence in the entrepreneurial ecosystem, women entrepreneurs face unique challenges that hinder their full potential. Limited access to financial resources, societal stereotypes,

and inadequate support networks are among the barriers that many women encounter. Furthermore, balancing professional and personal responsibilities often creates additional hurdles for women seeking to establish and grow their ventures. Recognizing the importance of women entrepreneurs and addressing the obstacles they face are crucial steps toward building equitable and thriving societies.

This study delves into the multifaceted role of women entrepreneurs, highlighting their impact on economic development while critically examining the challenges they encounter. By understanding their journey, stakeholders can better formulate strategies to promote women's entrepreneurship and ensure a more inclusive and sustainable economic future.

According to Kamala Singh," A women entrepreneur is a confident, innovative and creative woman capable of achieving economic independence individually or in collaboration generates employment opportunities for others through initiating establishing and running an enterprise by keeping pace with her personal, family and social life."

According to "Government of India—An enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated by the enterprise to women."

According to APJ Abdul Kalam "Empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation."

Objectives

- To analyse the contributions of women entrepreneurs to economic development, job creation, and innovation in various sectors.
- To explore the social, cultural, financial, and institutional barriers that hinder women's entrepreneurial growth and success.
- To evaluate the influence of women entrepreneurs on community development, gender equality, and sustainable business practices.
- To study initiatives, policies, and support systems that help women entrepreneurs address challenges and thrive in competitive markets.
- To explore how advancements in technology and digital platforms can support women entrepreneurs in expanding their businesses and reaching new markets.
- To provide insights and suggestions for policymakers, educators, and organizations to create a more inclusive and supportive entrepreneurial environment for women.

Review Of Literature

Verheul, I., van Stel, A., & Thurik, R. (2012) Explaining female and male entrepreneurship at the country level paper analyses the differences between male and female entrepreneurs using cross-country data. It identifies key factors, including education, income levels, and societal attitudes, which significantly impact women's entrepreneurial activity compared to men.

Tambunan, T. (2014) Women entrepreneurs in developing countries: A comparative study of Indonesia and other Asian countries study focuses on women entrepreneurs in developing countries, particularly in Asia. It highlights the socioeconomic

challenges women face, such as lack of education, financial dependence, and restricted access to markets. The paper advocates for increased government support to enhance women's entrepreneurial opportunities.

Kumari, S., & Malhotra, N. (2019) Women entrepreneurship: Challenges and opportunities in India paper focuses on the Indian context, examining the socio-cultural and economic barriers women entrepreneurs face. It highlights government initiatives like "Start-Up India" and suggests targeted policies to enhance women's entrepreneurial participation.

Research Methodology

The research paper is a descriptive study in nature. The secondary data and information have been analyzed for preparing the paper extensively. The secondary information has been collected from different scholars' and researchers' published books, articles published in different journals, periodicals, conference paper, reports, magazines, working paper and websites.

Role Of Women Entrepreneurs

Women entrepreneurs play a vital role in driving economic growth, fostering innovation, and promoting social progress. Their participation in entrepreneurship not only boosts economic productivity but also introduces fresh perspectives and approaches to solving business challenges. Some key roles that women entrepreneurs play in various aspects of society and the economy:

1. Catalysts for Economic Growth

Women entrepreneurs significantly contribute to economic development by establishing and managing businesses that generate employment, drive innovation, and stimulate local economies. Their ventures often create job opportunities, reduce unemployment, and foster regional economic stability.

2. Promoters of Social Change

Women entrepreneurs frequently address societal issues through their businesses. Many focus on solving problems related to health, education, and environmental sustainability. By establishing socially responsible enterprises, they contribute to the betterment of communities and uplift marginalized sections of society.

3. Advocates of Innovation

Women entrepreneurs bring unique perspectives to business, often leading to creative solutions and innovative products or services. Their ability to identify niche markets and cater to unmet needs fosters competition and drives industry advancements.

4. Contributors to Gender Equality

By venturing into entrepreneurship, women challenge traditional gender norms and stereotypes, paving the way for greater gender equality in business and society. Their success serves as inspiration for other women, encouraging them to break barriers and pursue entrepreneurial aspirations.

5. Enablers of Sustainable Development

Women entrepreneurs often prioritize sustainability in their business models. From using eco-friendly materials to promoting ethical practices, they align their

operations with global goals of sustainable development, addressing issues like climate change and resource conservation.

6. Empowering Local Communities

Women-led enterprises frequently focus on community development. They empower local populations by offering skill development programs, supporting small-scale producers, and providing access to markets for underrepresented groups.

7. Enhancing Diversity in Business Leadership

The involvement of women entrepreneurs diversifies the leadership landscape in industries traditionally dominated by men. Their presence promotes inclusivity and helps businesses adopt more balanced and representative decision-making processes.

8. Narrowing the Technological and Economic Divide

Women entrepreneurs play a crucial role in bridging the gap between urban and rural economies. By introducing innovative technologies and creating market linkages, they contribute to the overall economic integration of underserved areas.

Contribution Of Women Entrepreneur

Economic Contribution

Women's economic activities contribute directly to growth and efficiency in dealing with informal business problems and poverty reduction is one of the main issues for policy makers.

- **Capital formation:** Entrepreneurs mobilize the idle savings of the public through the issue of industrial securities. Investment of public savings in industry results in productive utilization of national resources. The rate of capital formation increases, which is essential for rapid economic growth.
- **Improvement in Per capita Income:** Women entrepreneurs in India have also been exploiting the opportunities. They convert the latent and idle resources like land, labor and capital into national income and wealth in the form of goods and services. They help to increase the country's net national product and per capita which are important yardsticks for measuring the economic growth.
- **Generation of employment:** Women entrepreneur in India are playing an important role in generating employment both directly and indirectly. By setting up small scale industries, they offer jobs to people.

Social Contribution

Women entrepreneurs are also contributing towards improving the balanced regional development and improvement of living standards in the country.

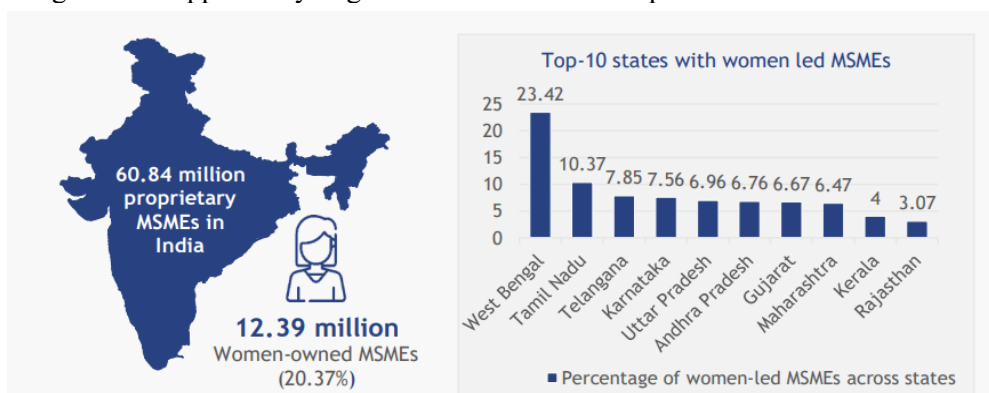
- **Balanced Regional Development:** Women entrepreneurs in India are to remove regional disparities in economic development. They set up industries in backward areas to avail of the resources concessions and subsidies offered by government.
- **Improvement in living standards:** With the setting up of small-scale industries, reduction of scarcity of essential commodities and introducing new products can be achieved. Women entrepreneurs in this country are producing variety of goods on a large scale and offering them at low rates, as a result, achieving improvement in the standard of life.

- **Innovation:** Innovation is the key to entrepreneurship. It implies that the commercial application of an invention. As an innovator, the entrepreneur assumes the role of a pioneer and an industrial leader. Entrepreneurs have contributed many innovations in the Role of women Entrepreneurship in Economic Development in India Shivam Gupta, Ravi Maheshwari -340- developing new products and in the existing products and services. All these have resulted in economic development by way of generating employment, more income etc.,

Other contributions: Women entrepreneurs are the main actresses in charging the culture of the society. In our country, women are workaholics and participate outside the house and develop the sense of independence and the like. Thus, women entrepreneurs in our country are directly or indirectly playing an important role in environmental protection, back ward and forward integration and are acting as charge agents, thus contributing to the economic growth of the country.

Women's Entrepreneurship Landscape In India

India has 63 million micro, small, and medium enterprises (MSMEs), of which around 20% are women owned, employing 22 to 27 million people. India ranked 57th among 65 countries in the Mastercard Index of Women Entrepreneurs¹² (MIWE, 2021). Estimates suggest that by accelerating women's entrepreneurship, India could create more than 30 million women-owned enterprises, potentially creating 150 to 170 million jobs. Out of the 432 million working-age women in India, only 19%¹³ of women participate in any formal and paid work. Global Entrepreneurship Monitor (GEM) shows women's total early-stage entrepreneurial activity (TEA) rates are often high in low-income countries. Contrarily, India has an average TEA rate of only 2.6%¹⁴ for women. GEM reported that female entrepreneurs in India cited job scarcity as a critical motivation for business creation as against the opportunity to grow a business and earn profits.



SOURCE: MoMSME annual report 2021-22

The last NSS survey revealed India had 63.38 million MSMEs in the country. Out of them, 60.84 million (96%) establishments are proprietary concerns. Women own only 20.37% among them. The distribution of women-owned MSMEs varies across states. West Bengal (23.42%) has the highest share of women led MSMEs, while Sikkim (0.04%) has the lowest. The survey findings indicate that India's southern states have a relatively more favorable ecosystem for women's

entrepreneurship. These five-state count among the top-10 states in terms of the number of establishments under women-owned enterprises. Tamil Nadu leads with 10.37%, followed by Telangana with 7.85%, Karnataka with 7.56%, Andhra Pradesh with 6.76%, and Kerala with 4%.

Challenges Faced By Women Entrepreneurs

1. Limited Access to Capital

Access to finance remains one of the most significant challenges for women entrepreneurs. Many face difficulties securing loans and investment due to gender biases in financial institutions, lack of collateral, and limited credit histories. This restricts their ability to start, sustain, or expand their businesses.

2. Societal Norms and Gender Stereotypes

Traditional gender roles and cultural expectations often create barriers for women pursuing entrepreneurship. Societal perceptions that prioritize men's leadership and decision-making capabilities discourage women from taking entrepreneurial risks or being perceived as capable business leaders.

3. Balancing Professional and Personal Responsibilities

Women often bear the dual burden of managing household duties alongside professional commitments. This challenge, amplified by societal expectations, leaves them with limited time and energy to focus on their entrepreneurial ventures.

4. Lack of Mentorship and Networking Opportunities

Access to mentorship and professional networks is critical for business success, yet women entrepreneurs often lack connections to industry leaders and supportive networks. This limits their ability to gain insights, build partnerships, and access markets.

5. Inadequate Access to Technology and Resources

In many regions, women entrepreneurs struggle with limited access to technological tools, digital platforms, and other essential resources. This technological gap restricts their ability to compete in the modern, digitized economy.

6. Regulatory and Legal Barriers

Complex regulatory frameworks and discriminatory legal systems in some countries pose significant challenges for women entrepreneurs. These include restrictions on property ownership, difficulties in registering businesses, and unequal rights in contracts or trade agreements.

7. Limited Educational and Skill Development Opportunities

Lack of access to quality education and entrepreneurial training programs affects women's ability to acquire the skills necessary for running successful businesses. This gap often limits their confidence in handling financial, operational, and strategic aspects of business management.

8. Market Access and Competition

Women entrepreneurs frequently face challenges in accessing markets, particularly in male-dominated industries. Limited exposure to global markets and the inability to compete with established players further restrict their business growth.

9. Discrimination and Bias

Gender-based discrimination remains a pervasive challenge, affecting women's credibility and acceptance in the business world. Prejudices against women

entrepreneurs often lead to underestimation of their capabilities and exclusion from opportunities.

10. Fear of Failure and Lack of Confidence

Many women entrepreneurs struggle with self-doubt and fear of failure, which are exacerbated by societal pressures and the lack of support systems. These psychological barriers can deter them from taking risks and pursuing larger business opportunities.

Suggestions For The Growth Of Women Entrepreneurs

1. Enhancing Access to Finance

One of the foremost challenges for women entrepreneurs is limited access to financial resources. To address this, it is essential to promote gender-responsive financial policies and create financial institutions that offer women tailored products, such as low-interest loans and microfinance opportunities. Additionally, venture capital firms and angel investors should be encouraged to invest in women-led startups. Governments and financial bodies can also introduce subsidies or grants specifically designed for female entrepreneurs to reduce the financial burden and foster business growth.

2. Building Strong Networks and Mentorship Programs

Networking is key to business growth, yet many women entrepreneurs face difficulties in accessing professional networks due to gender biases. To foster growth, there is a need to develop and promote women-specific business networks, mentorship programs, and incubators. Experienced women business leaders and professionals can serve as mentors, providing guidance, advice, and industry connections to younger or less experienced female entrepreneurs. Such initiatives help women build confidence, share resources, and collaborate on ideas, leading to more sustainable ventures.

3. Empowering Women Through Education and Skill Development

Providing women with access to education and entrepreneurship training is critical for their success. Governments, NGOs, and private sector players should work together to design and implement training programs that cover essential business skills, financial literacy, and digital tools necessary for managing a modern business. These programs should target women from diverse backgrounds, including rural and underserved communities, to equip them with the knowledge and confidence to start and scale their businesses. Additionally, integrating entrepreneurship as part of educational curricula for young women can help shape future female business leaders.

4. Improving Legal and Regulatory Frameworks

In many countries, women entrepreneurs face legal barriers that hinder their ability to start or grow their businesses. Governments must work towards reforming laws that prevent women from accessing property rights, business registration, or credit. Simplifying business registration processes and creating gender-neutral legal frameworks will encourage more women to engage in entrepreneurship. Furthermore, governments should actively enforce anti-discrimination laws to ensure women are treated equally in all aspects of business, from obtaining licenses to accessing government contracts.

5. Promoting Gender-Sensitive Policies

Governments and corporations need to develop policies that specifically address the needs of women entrepreneurs. These could include tax incentives for women-led businesses, gender-focused business incubators, and support for women-owned small and medium enterprises (SMEs). Gender-sensitive policies also involve promoting flexible working hours and work-life balance, which is essential for women who often juggle entrepreneurial responsibilities with family obligations. Encouraging male involvement in household duties and sharing family responsibilities will also help create a more balanced and supportive environment for women entrepreneurs.

6. Leveraging Technology for Empowerment

The digital age presents unique opportunities for women entrepreneurs to access markets, tools, and resources previously unavailable. Governments, NGOs, and the private sector should promote digital literacy among women, especially in rural and developing areas, to ensure they can take advantage of e-commerce, digital marketing, and online business management platforms. Offering training on social media, online financial tools, and digital sales platforms can open up new channels for growth, reaching global markets and reducing the operational costs that come with traditional business models.

7. Encouraging Collaboration and Public-Private Partnerships

Collaboration between various sectors—public, private, and non-profit—can create a robust ecosystem that supports women entrepreneurs. Governments and businesses should come together to establish programs that offer women entrepreneurs access to research, resources, and market opportunities. Public-private partnerships can fund joint initiatives that promote women's entrepreneurship, such as funding for women-owned startups, creating entrepreneurship hubs, and supporting innovation in industries where women have been underrepresented.

8. Promoting Sustainability and Social Impact

Encouraging women entrepreneurs to focus on sustainable and socially responsible business practices can create long-term benefits for both the entrepreneurs and society. Women have been shown to prioritize community welfare, environmental conservation, and social issues in their business models. Supporting women in starting social enterprises or businesses that promote sustainability can drive positive change. Providing incentives for women-led businesses focused on social good can ensure that their enterprises contribute to broader development goals, such as gender equality, education, and poverty alleviation.

9. Providing Access to International Markets

To scale their businesses, women entrepreneurs must have access to international markets. Governments and international trade organizations should create platforms for women entrepreneurs to connect with global markets through trade fairs, export assistance, and trade missions. Moreover, promoting cross-border collaborations and partnerships can open up opportunities for women to expand their business beyond local or national borders, increasing their chances of success in the global economy.

Conclusion

The growth of women entrepreneurs is crucial for fostering inclusive and sustainable economic development. Despite the challenges they face, such as limited access to capital, gender-based societal barriers, and a lack of mentorship, women continue to demonstrate remarkable resilience and creativity in the entrepreneurial landscape. By enhancing access to education, resources, and technology, and by promoting gender-neutral legal frameworks, society can create an environment conducive to the success of women in business. Additionally, supporting women-led enterprises with mentorship, networking opportunities, and access to international markets can help them scale and compete on a global stage. As women entrepreneurs continue to break barriers, they serve not only as economic drivers but also as agents of social change, championing sustainable development, social responsibility, and gender equality. When women are given the tools, resources, and opportunities to thrive, they not only elevate themselves but also contribute to broader economic, social, and cultural transformations. As we continue to advocate for their growth, it is essential to recognize and harness the potential of women in entrepreneurship, ensuring that they have equal opportunities to lead and succeed in the global economy.

Reference

- Tasleem Ara Wani, Faiza Ali Dhar, Sumaira, Issues and Challenges Faced by Woman Entrepreneurs: An Indian Perspective.
- Ms. Sweety Gupta, Ms. Aanchal Aggarwal, Opportunities and Challenges faced by Women Entrepreneurs in India, IOSR Journal of Business and Management (IOSR-JBM), Aug 2015.
- Decoding government support to women entrepreneurs in India the anatomy of entrepreneurship support schemes October, 2022.
- Deepthi poreddy, Role of Women Entrepreneurs in India – problems and opportunities, International Review of Business and Economics.
- Shivam Gupta, Ravi Maheshwari, Role of Women Entrepreneurship in Economic Development in India, International Journal of Trade & Commerce-IIARTC July-December 2019.

“Women Empowerment as a Strategy for Advancing the Removal of Rural Poverty”.

A. Vaishnavi¹,

(Student of Political Science)

Email ID: vaishnaviaradada13@gmail.com

Dr. K. Sai Kumari²,

(HOD of political science)

Sri Padmavathi Degree & P.G College, Sri Padmavati Mahila Visvavidyalayam,
Tirupati

Key Points: Women, Empowerment, Poverty, Rural Women, Schemes.

Rural Women:

Rural women play a fundamental role in rural communities around the world providing care and being involved in number of economic pursuits such as subsistence farming, petty trading and off-farm work. In most parts of the world, rural women work very hard but earn very little.

Poverty:

Poverty is a state or condition in which an individual lacks the financial resources and essentials for a basic standard of living. Poverty can have diverse environmental, legal, social, economic, and political causes and effects.

Women Empowerment:

Women empowerment is a critical and powerful strategy for addressing rural poverty as it directly impacts multiple dimensions of development, including economic growth, education, healthcare, and social equity. By enhancing the social, economic, and political status of women, communities can create a multiplier effect that reduces poverty at the household and community levels. Empowering women in rural areas enhances their ability to contribute meaningfully to household and community well-being, thereby creating a ripple effect that uplifts entire communities. Women play a pivotal role in rural economies through their contributions to agriculture, small-scale industries, and informal sectors. However, due to systemic barriers, their potential often remains untapped.

Key Areas where women empowerment impacts rural poverty

Women empowerment plays a crucial role in alleviating rural poverty by addressing key areas that directly impact livelihoods and community development. Empowering women in rural areas through education equips them with the skills and knowledge needed to participate in income-generating activities and make informed decisions for their families. Economic empowerment, such as access to microfinance, vocational training, and opportunities in agriculture or small businesses, enables women to contribute to household income and break the cycle of poverty. Improved access to healthcare and reproductive rights ensures healthier families and reduces the burden of unpaid care work often placed on women. Political and social empowerment allows women to participate in local governance, advocate for community resources, and address systemic issues like land rights and gender-based violence. By fostering self-reliance and equal opportunities, women empowerment not only enhances their quality of life but also drives sustainable development, creating a ripple effect that uplifts entire communities out of poverty.

Government Initiatives for Women Empowerment in Rural Areas

Governments have implemented various initiatives to empower women in rural areas by addressing education, health, economic development, and social inclusion. Programs like Beti Bachao Beti Padhao promote gender equality and education for girls, while Sukanya Samriddhi Yojana encourages families to invest in their daughters' futures. Economic initiatives such as the National Rural Livelihood Mission (NRLM) and Mahila E-Haat help rural women form self-help groups, gain skills, and access markets for their products, fostering financial independence. Health-focused schemes like Janani Suraksha Yojana (JSY) and Poshan Abhiyaan ensure maternal healthcare and improved nutrition for women and children. The Pradhan Mantri Ujjwala Yojana provides free LPG connections, reducing health hazards from indoor air pollution. Housing programs under Pradhan Mantri Awas Yojana - Gramin prioritize women as beneficiaries, enhancing their security and social status. Additionally, microfinance support through the Rashtriya Mahila Kosh (RMK) empowers women entrepreneurs to establish businesses. These initiatives collectively uplift rural women, enabling them to contribute to their families' welfare and community development.

Challenges to Women Empowerment in Rural Areas

Women empowerment in rural areas faces several challenges rooted in social, economic, and cultural factors. Deep-seated gender stereotypes and patriarchal norms often limit women's access to education, economic opportunities, and decision-making roles. High rates of illiteracy and a lack of quality education in rural areas hinder women's ability to secure jobs or start businesses. Economic barriers, including unequal pay, limited access to credit, and inadequate infrastructure, further restrict their participation in the workforce. Health-related challenges, such as limited access to healthcare facilities and a lack of awareness about reproductive rights, exacerbate their vulnerability. Social issues like early marriage, domestic violence, and inadequate legal protection also undermine efforts to empower women. Additionally, poor representation in political and leadership roles prevents women from advocating for policies that address their specific needs. Overcoming these challenges requires targeted interventions, including education, legal reforms, economic support, and awareness campaigns to create a more inclusive and equitable environment for rural women.

Strategies for effective women empowerment:

Effective women empowerment requires a multifaceted strategy that addresses social, economic, educational, and cultural barriers. Ensuring access to quality education is foundational, as it equips women with the skills and knowledge needed to participate fully in society. Vocational training, microfinance support, and entrepreneurship programs are vital for economic empowerment, enabling women to achieve financial independence and contribute to household and community development. Strengthening healthcare infrastructure, particularly in rural areas, ensures women's well-being and reduces the burden of health-related challenges. Legal reforms and strict enforcement of laws against gender-based violence, early marriage, and workplace discrimination is critical for creating a safer and more equitable environment. Social awareness campaigns that challenge patriarchal norms and promote shared responsibilities within households can foster cultural change.

Additionally, encouraging women's participation in governance and decision-making roles ensures their voices are heard in shaping policies. Monitoring and evaluating empowerment initiatives, along with involving women in program design, can enhance their impact and sustainability, paving the way for genuine gender equality.

Suggestions:

Promote Education:

Ensure access to quality education for girls by building schools in remote areas, providing scholarships, and encouraging families to prioritize their daughters' education.

Economic Opportunities:

Introduce vocational training programs tailored to rural contexts, facilitate access to microfinance, and promote entrepreneurship through self-help groups and government support.

Support Systems:

Create platforms for women to network, share knowledge, and access resources, such as community centres or online marketplaces.

Awareness Campaigns:

Run community programs to educate both men and women about the importance of gender equality and shared responsibilities.

Conclusion:

Women empowerment is a transformative strategy for eradicating rural poverty and fostering sustainable development. Empowered women act as catalysts for change, improving household incomes, community health, and education, while contributing to economic growth. By addressing challenges such as limited access to education, financial resources, and decision-making platforms, empowerment initiatives enable women to overcome barriers and participate actively in economic and social activities.

Programs that enhance women's skills, provide financial inclusion, and promote leadership roles are key to breaking the cycle of poverty. Empowering rural women creates a ripple effect that uplifts families, strengthens communities, and ensures long-term development. Thus, focusing on women's empowerment is not only a moral imperative but also a strategic necessity for building equitable and prosperous rural societies.

In my opinion empowering women can bring huge changes in political, economical and social status of a country. "If you educate a man, you educate an individual, but if you educate a woman, you educate a family, a nation" is an African proverb that highlights the importance of educating women. Empowering doesn't only involve education or providing facilities to women but also strengthening them physically, mentally and psychologically. A woman needs to be ready in all forms if she is in danger.

References:

Third concept, January 2017, women & labour laws in India.

Third concept, July 2019, Rural development schemes.

Third concept, January 2019, women empowerment.

Third concept, December 2020, women empowerment & SHGs.

An Exploratory Study on Women's Entrepreneurship: Challenges and Prospects

Dr.P. Surekha¹,

Lecturer in Chemistry,Government College (A),Rajahmundry.

Y.Jnapika²,

Lecturer in Computer Science,Government College(W) (A),Chittoor.

Dr.L.Rajeswari³,

Lecturer in Chemistry,Government College (A),Rajahmundry.

Introduction

The rise of women entrepreneurs is a global phenomenon, with women starting businesses in both developed and developing countries. Their enterprises not only help diversify the business landscape but also foster job creation, increase competition, and support community development. In many cases, women are also at the forefront of social entrepreneurship, creating businesses that address societal issues like gender equality, healthcare access, and environmental sustainability.

Women entrepreneurship refers to the process where women create, organize, and manage a business venture with the goal of earning a profit, overcoming challenges, and contributing to economic and social development. Historically, entrepreneurship has been viewed as a male-dominated field, but in recent decades, women have increasingly become active participants in the business world. Their involvement spans a wide range of industries, from technology to healthcare, retail to social enterprises, and beyond. Women entrepreneurs not only play a crucial role in driving economic growth, but they also challenge traditional gender roles, contribute to societal change, and inspire future generations. Despite facing unique challenges such as limited access to capital, societal biases, and a lack of support networks, women entrepreneurs have shown remarkable resilience and innovation, creating businesses that are impactful both economically and socially.

Empowering women in entrepreneurship is not only a matter of economic importance but also of gender equity. When women are able to access the same resources, opportunities, and support as their male counterparts, their contributions to the economy and society can be transformative. Women entrepreneurship is a key pillar in promoting gender equality, building sustainable economies, and achieving inclusive growth. At the end some major problems faced by Indian women entrepreneurs, success stories of Indian women entrepreneurs, factors influencing women entrepreneurship have been noted. This paper mainly focused on women entrepreneurship, status, suggestions towards the strategies for the development of women entrepreneurs.

Role of Women -Entrepreneurship

The role of women in entrepreneurship has been increasingly recognized and celebrated across the world. While challenges remain, women entrepreneurs have made significant strides in various sectors. Here's a look at the critical roles women play in entrepreneurship:

Innovators and Creators

Women entrepreneurs drive innovation by creating new products, services, and business models that cater to diverse market needs. Their unique perspectives and

experiences often result in novel solutions and approaches that can address social, economic, and environmental issues.

Job Creators

Women in entrepreneurship play a pivotal role in job creation. As entrepreneurs, women establish businesses that employ others, contributing to economic growth, particularly in developing regions.

Leaders in Social Entrepreneurship

Many women entrepreneurs are involved in social enterprises that aim to address social challenges, such as poverty, gender inequality, education, and environmental sustainability.

Role Models and Mentors

Women in entrepreneurship inspire others to follow in their footsteps, breaking barriers and defying stereotypes about women's capabilities in business. Their stories of resilience and perseverance motivate young girls and women to pursue entrepreneurship.

Catalysts for Gender Equality

By successfully navigating the business world, women challenge gender norms and contribute to the broader movement for gender equality in the workplace.

Boosters of Economic Growth

The participation of women in entrepreneurship is crucial for overall economic development. By starting and growing businesses, women contribute significantly to GDP, innovation, and the labor market.

Navigating and Overcoming Barriers

Despite facing systemic challenges such as limited access to funding, societal biases, and fewer networking opportunities, women entrepreneurs are known for their resilience and ability to navigate these obstacles.

Community and Economic Development

Women-led businesses may focus on grassroots needs, enhancing the quality of life by addressing local issues such as healthcare, education, and clean energy.

Shaping Consumer Markets

Women entrepreneurs often cater to the needs of women and families, which are often overlooked by traditional businesses. This consumer market is vast, and women-led businesses often thrive by tapping into unmet demands and offering customized solutions.

Entrepreneur ship-Women

In recent years, the study of women entrepreneurship has experienced great growth, gaining a broad consensus among academics and contributing above all to understanding all those factors that explain the difficulty of women in undertaking an entrepreneurial career. Women entrepreneurship also leads to social and economic empowerment of women. Women entrepreneurship is more common in younger age groups in comparison to older age groups also women entrepreneurs have diverse educational background.

Women's entrepreneurship is increasingly important for creating new jobs and contributing to the social and economic growth of their societies, yet the interplay and nuances of women's entrepreneurship and culture are currently understudied.

women's entrepreneurship interconnected to three themes: gender role expectations and identities, societal cultural dimensions, and the entrepreneurial environment.

Women Entrepreneurs

Women Entrepreneurs may be defined as the woman or a group of women who start and operate a business venture. A women entrepreneur has several functions. They should explore the prospects of beginning a new enterprise; undertake risks, introduce new innovations, coordination, administration and management of business and provide effective leadership in all aspects of business. Women Entrepreneurs are extremely increasing in the economies of almost all countries. The hidden business potentials of women have been increasing with the growing sensitivity to the role and economic status within the society. The knowledge, ability and compliance in business are the core reasons for women to come forward into business ventures.

Women entrepreneurs engage in business as a result of push and pull factors that provide confidence to women to have a self-sustaining occupation and stand on their feet. Logic towards independent decision making on their life and career is that the motivational factor behind this insists on 'Women Entrepreneur' is a person who accepts a challenging role to fulfil her personal needs and turn out to be economically independent. A powerful desire to do enormous positive is an integral quality of entrepreneurial women, who is competent of tributary values in both family and social life. With the introduction of the media, women are conscious of their own qualities, rights and also the work situations.

why women entrepreneurs take entrepreneurial activities

There are several factors which can initiate entrepreneurship characteristics among women, basic Entrepreneurial initiators are personal motivations, socio cultural factors, availability of ease finance, govt. Schemes support and business environment. Mallika Das (2007)[7] observed in her study that most common reasons for success of women entrepreneurs is personal qualities background, idea, challenge, and dream desire of status and economic independence. These factors vary according to parameters such as region, gender, age, family background, and work experience. Several surveys conducted in different parts of the world regarding women entrepreneurship management show that women have provided to be good entrepreneurs for the following reasons:-

- Innovative thinking
- Employment generation
- Education
- Support from family
- Success stories of role models
- Needs for additional income
- Govt. Incentives and policies
- Identity in society and status
- New challenges

Challenges in the path of Entrepreneurship

There are number of problems regarding women entrepreneurship in India such as

- Lack of self - confidence
- Problems of finance and working capital

Another problem faced by women entrepreneurs is lack of funds because they do not possess any tangible security and credit in the market.

- Socio – cultural Barriers

A woman has to perform her family duties irrespective of her career as a working woman or an entrepreneur.

- Production problems

Production in a manufacturing enterprise involves coordination of a number of activities. While some of these activities are in the control of the entrepreneur, there are others over which she has little control.

- Inefficient Marketing Arrangements

- Heavy competition in the market and their lack of mobility makes the women entrepreneurs dependent on middle men.

- The educational background and family support also influences the women participation.

Strategies for the development of women entrepreneurs

There should be a continuous attempt to inspire, encourage, motivate and cooperate Women Entrepreneur. Govt. Should encourage and support women by providing infrastructural facilities, finance, training programmes, skill development programmes, Awareness programmes, vocational trainings, etc.

- A women Entrepreneur Guidance cell may be set up to handle the various problems of women entrepreneurs.
- Educational institutions should tie up with various Government and NGO agencies to assist in entrepreneurship development mainly to plan business products.
- National, local trade fair, industrial exhibitions should be organised to create interaction between entrepreneur's.
- Encourage Woman to set up home based business
- Effective and efficient use of information technology like internet can help to their work.
- Workshops, Seminars should be organised frequently.
- Procedures for financial awareness through banks should be given.

Conclusion

Women in India are no longer an abala and remain confined to within 4 walls of house. They are participating and performing well in all spheres of activities such as academic, politics, administration, space and industry. Efforts are on at the Govt. And voluntary agencies levels to tap the hidden strength of women to integrate them in the industry development in the country. The participation of Women in economic activities is necessary not only from a human resource point of view but also is essential even from the objective of raising the status of Women in the society. The emergence of Women Entrepreneurs and their contribution to the nation economy is quite visible in India. The Challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning in to job creators.

Women entrepreneurs have to find balance economically and financially both, home front and career. It is always great Idea to be active and inculcate a habit to be part of local networks of women entrepreneurs. This helps to enhance the role of Women Entrepreneurship, where their self owned business involves directly the policy makers at local, regional and nation levels. Women place very important and vital role in every aspect of life there by needs a grater balance between work, personal life, family life and social life.

References

- Dhameja S.K. Women Entrepreneurs, Deep and Deep Publications Pvt Ltd, New Delhi.
- S.S.Khanka: Entrepreneurial Development (2009) : S Chand and Sons, New Delhi,
- C.B.Gupta and N.P.Srinivasan: Entrepreneurial Development , Sultan Chand & Sons, Delhi, 1992, p-132.

Breaking the Glass Ceiling: Challenges and Success Stories of Women Emperors

Narasimhulu Tirivilli¹,

Asst.Professor, Dept. Of Economics, Govt. Degree College, Puttur, Tirupati Dist.,
A.P.

Dr. Varalakshmi Pandloori²,

Asst.Professor, Dept. Of Economics, Govt. Degree College, Puttur, Tirupati Dist.,
A.P.

Dr. Narasimhulu Manyam³,

Asst.Professor, Dept. Of Telugu, Govt. Degree College, Puttur, Tirupati Dist., A.P.

Abstract

The glass ceiling is a metaphor that represents the invisible barriers preventing women from reaching the highest levels of leadership and career advancement. Despite significant progress in gender equality over the past few decades, women continue to face numerous challenges in breaking these barriers, ranging from cultural and social stereotypes to institutional obstacles and internal struggles. This seminar aims to explore the multifaceted nature of the glass ceiling, highlighting the cultural, institutional, and internal challenges women face in their pursuit of leadership roles. Additionally, it will showcase success stories of women who have broken the glass ceiling in various industries, serving as inspirations for others to follow.

The seminar will delve into the key factors contributing to gender inequality in leadership, such as gender stereotypes, wage gaps, lack of mentorship, and underrepresentation in senior positions. It will also focus on the strategies and policies that can help break these barriers, including organizational changes, mentorship programs, and leadership development initiatives. Through the lens of success stories, the seminar will feature influential women such as Indra Nooyi, Ursula Burns, and Kiran Mazumdar-Shaw, whose journeys to leadership demonstrate resilience, innovation, and determination in overcoming systemic challenges.

Furthermore, the seminar will discuss the role of allies in breaking the glass ceiling and fostering an inclusive workplace culture. Emphasis will be placed on the importance of continuous advocacy for gender equality, with a focus on how global movements and technological advancements are shaping the future of women's empowerment. By highlighting both the challenges and success stories, the seminar will encourage participants to reflect on their roles in challenging the status quo and taking actionable steps toward promoting gender equity in their personal and professional lives.

Through this discussion, the seminar seeks to inspire a collective commitment to breaking down the glass ceiling, paving the way for a more inclusive, diverse, and equal future for women in leadership.

This seminar topic is both inspiring and insightful, focusing on the metaphorical barrier that prevents women from reaching leadership and executive positions in various fields.

(KEY WORDS: Glass ceiling - Gender stereotypes - Institutional bias - Social equity - Diversity in

leadership - Imposter syndrome - Wage gaps - Breaking barriers)

1. Introduction

What is the Glass Ceiling?

The "glass ceiling" is a metaphorical barrier that prevents women and other marginalized groups from advancing to higher positions of power and leadership within organizations, despite their qualifications and achievements. Unlike visible barriers, the glass ceiling is subtle and often unacknowledged, yet it is a pervasive form of discrimination that limits upward mobility.

1. The Concept and its Historical Context

The term "glass ceiling" was first popularized in the 1980s by two Wall Street Journal reporters, Carol Hymowitz and Timothy Schellhardt, to describe the invisible barriers that women faced when trying to climb the corporate ladder. For centuries, women were excluded from formal education, professional training, and leadership roles due to societal norms and gender stereotypes. Even as women entered the workforce in larger numbers during the industrial revolution and after World War II, they were often relegated to low-paying and low-status jobs. In the late 20th century, progress was made with the rise of feminism, civil rights movements, and legal frameworks promoting gender equality, such as the Equal Pay Act (1963) and Title VII of the Civil Rights Act (1964) in the U.S. Despite these advancements, the "glass ceiling" persists, as women continue to face implicit biases, exclusion from key networks, and unequal opportunities for promotions.

2. Prevalence of Gender Inequality in Leadership Roles

Globally, women hold only **28% of managerial positions**, according to the International Labour Organization (ILO). In Fortune 500 companies, only **10% of CEOs are women** (as of 2023). Women are underrepresented in boardrooms, with men dominating decision-making roles. Women make up approximately **26% of national parliamentarians** worldwide. Women account for less than **30% of the workforce** in science, technology, engineering, and mathematics fields. Women from marginalized communities, including racial minorities, LGBTQ+ individuals, and those with disabilities, face compounded barriers, making the glass ceiling even harder to break for them.

3. Root Causes of the Glass Ceiling

- **Societal Norms:** Persistent stereotypes about gender roles, such as the expectation that women should prioritize family over careers, discourage their professional growth.
- **Institutional Bias:** Hiring and promotion processes often favor men due to implicit biases, networking gaps, and old-boy networks that exclude women.
- **Workplace Cultures:** Lack of mentorship, unequal pay, and limited opportunities for skill development create systemic barriers for women.
- **Work-Life Balance Pressures:** Women often face disproportionate responsibilities in caregiving, which restricts their ability to pursue demanding roles.

Understanding the concept of the glass ceiling and its historical and present-day context is crucial for addressing the structural barriers to gender equality in

leadership. It sets the foundation for exploring strategies to dismantle these barriers and pave the way for more inclusive workplaces.

Importance of Breaking the Glass Ceiling

Breaking the glass ceiling is essential for achieving gender equality and creating a fairer and more inclusive society. Its significance extends beyond individual empowerment, benefiting society and organizations on multiple levels.

1. Why Breaking the Glass Ceiling Matters

For Women

Allows women to fully realize their potential and aspirations without being limited by gender-based barriers. Fosters confidence and a sense of accomplishment, enabling women to contribute meaningfully to decision-making. Breaking the glass ceiling is a fundamental step toward achieving gender equality, ensuring women have the same opportunities as men.

For Society

Women in leadership positions inspire future generations by providing visible examples of success. Diverse leadership normalizes inclusion and reduces stereotypes, promoting societal progress. Equal access to leadership roles challenges systemic inequalities and promotes justice for all marginalized groups.

For Organizations

Gender-diverse leadership teams lead to better decision-making due to varied perspectives and experiences. Organizations with more women in leadership have been shown to outperform those with less diversity. Companies that prioritize diversity are seen as more progressive and socially responsible, attracting top talent and loyal customers.

2. Link to Economic Growth, Innovation, and Social Equity

Economic Growth

Women's participation in leadership roles significantly contributes to economic development by utilizing untapped talent. McKinsey reports suggest that closing the gender gap in labor force participation could add **\$28 trillion to the global economy** by 2025. Diverse teams tend to be more innovative and productive, driving better business performance and overall economic efficiency.

Innovation

Women leaders bring unique perspectives and approaches, fostering creativity and innovation in organizations. Diverse leadership teams are more likely to challenge the status quo, leading to groundbreaking ideas and solutions. Gender-diverse organizations are better equipped to understand and serve a broader customer base, enhancing market responsiveness.

Social Equity

Empowering women through leadership roles can reduce poverty by improving economic stability for families and communities. Women in leadership often advocate for policies that promote inclusivity, education, and healthcare, benefiting society at large. Gender equality (SDG 5) is central to achieving other global goals, including reducing inequalities (SDG 10) and promoting decent work and economic growth (SDG 8).

Breaking the glass ceiling is not just about addressing gender disparities; it is a critical driver for economic growth, innovation, and social equity. By fostering gender-inclusive leadership, we create a world where everyone, regardless of gender, has the opportunity to thrive and contribute to the progress of society and organizations.

Challenges Women Face in Breaking the Glass Ceiling

Women encounter multiple barriers that limit their professional growth and access to leadership roles. These challenges can be broadly categorized into cultural, institutional, and internal factors.

1. Cultural and Social Barriers

Societal expectations and cultural norms often reinforce gender inequalities in the workplace.

- **Gender Stereotypes and Traditional Roles:** Women are frequently seen as less capable or less suited for leadership roles due to entrenched stereotypes. Traditional roles position women as caregivers, leading to biases that they are less committed to their careers. Example: Assertiveness in women is often labeled as aggressiveness, while the same trait is praised in men.
- **Lack of Support Systems for Working Mothers:** Many workplaces fail to provide adequate maternity leave, flexible working hours, or affordable childcare options. Women often have to make career sacrifices to balance caregiving responsibilities, which hinders their professional growth. Example: The "motherhood penalty" leads to fewer promotions and lower wages for working mothers compared to childless peers.

2. Institutional Obstacles

Systemic biases and workplace structures create additional hurdles for women aspiring to leadership roles.

- **Wage Gaps and Unequal Opportunities:** Women earn less than men for performing the same roles, limiting their economic power and access to professional development opportunities. The disparity in pay reflects a broader undervaluation of women's contributions in the workplace. Example: Women globally earn an average of **20% less** than men, with the gap being wider in certain industries.
- **Underrepresentation in Boardrooms and Executive Positions:** Women are significantly underrepresented in decision-making roles, perpetuating a cycle of male-dominated leadership. A lack of female leaders also means fewer mentors and advocates for aspiring women professionals. Example: Only **10% of Fortune 500 CEOs** are women, and women hold less than **25% of senior leadership roles** globally.

3. Internal Barriers

Internal challenges, often influenced by societal conditioning, can also limit women's professional growth.

- **Imposter Syndrome and Lack of Self-Advocacy:** Women often experience self-doubt about their qualifications or achievements, even when they are equally or more competent than their peers. Many women hesitate to

negotiate for promotions, raises, or leadership roles due to fear of being perceived negatively. Example: Women are less likely to apply for leadership positions unless they meet **100% of the qualifications**, compared to men who apply with **60%**.

- **Limited Access to Mentorship and Professional Networks:** Networking opportunities often exclude women, especially in male-dominated industries. The lack of mentors or sponsors advocating for their advancement creates additional hurdles. Example: Men are more likely to have mentors in leadership positions who can open doors to career growth opportunities.

Breaking the glass ceiling requires addressing these challenges through cultural shifts, organizational reforms, and individual empowerment. By tackling cultural biases, creating equitable workplace policies, and fostering mentorship and support networks, we can build a more inclusive and diverse leadership landscape for women.

3. Success Stories: Women Who Broke the Glass Ceiling

Highlight notable examples across various fields to inspire the audience. Examples could include:

Numerous women have shattered the glass ceiling, paving the way for future generations and proving that leadership knows no gender boundaries. Their stories highlight determination, resilience, and the pursuit of equality, and they serve as powerful examples of success in male-dominated fields.

1. Indra Nooyi

Indra Nooyi made history as one of the first women of color to lead a Fortune 500 company. Under her leadership, PepsiCo achieved significant growth and introduced healthier products into their portfolio. She expanded PepsiCo's global reach, redefined corporate responsibility, and advocated for work-life balance policies. Nooyi's success challenged the traditional expectations of corporate leadership and continues to inspire women globally.

2. Ruth Bader Ginsburg

Appointed to the U.S. Supreme Court in 1993, Ruth Bader Ginsburg became a trailblazer for women's rights, advocating for gender equality and social justice throughout her career. Her landmark cases, such as *United States v. Virginia* (which required the Virginia Military Institute to admit women), helped to dismantle legal discrimination against women. Her legacy as a champion of equality and human rights has left an indelible mark on U.S. law.

3. Sheryl Sandberg

As the Chief Operating Officer of Facebook, Sheryl Sandberg was pivotal in growing the company into one of the world's most valuable tech firms. Her book *Lean In* encouraged women to pursue leadership roles and advocate for themselves in the workplace. Sandberg has been a vocal advocate for women's rights in the workplace, highlighting the challenges women face in corporate environments, particularly in male-dominated industries like tech. She continues to inspire and push for change in the tech industry and beyond.

4. Angela Merkel

Angela Merkel was the first woman to serve as Chancellor of Germany (2005-2021), leading the country through significant crises, including the European

debt crisis, the migrant crisis, and the COVID-19 pandemic. Merkel became one of the most influential leaders in Europe and the world, proving that women can hold the highest political office and lead with competence, wisdom, and compassion. She emphasized the importance of inclusivity, diplomacy, and solidarity.

5. Kamala Harris

Kamala Harris made history as the first woman, first Black woman, and first woman of South Asian descent to be elected Vice President of the United States. Her election is a historic step in the fight for racial and gender equality in politics. Harris' rise to the second-highest office in the U.S. has shattered significant barriers and paved the way for more women, particularly women of color, to pursue political leadership roles.

6. Oprah Winfrey

Oprah Winfrey overcame significant personal and professional challenges to build one of the most successful media empires in the world. As a television host, producer, and philanthropist, she broke the glass ceiling in a male-dominated media industry. Oprah's success story has inspired millions, especially women and people of color, to believe in their ability to achieve greatness. She is known for using her platform to champion social justice causes and support others in their journeys toward success.

7. Melinda Gates

Melinda Gates has been a driving force behind the Gates Foundation's work in global health, poverty alleviation, and education. She has also been a strong advocate for gender equality through her initiatives, such as the *No Ceilings* project. Gates is one of the most influential women in philanthropy, leveraging her wealth and platform to challenge societal norms and fight for women's rights globally.

8. Ellen Johnson Sirleaf

Ellen Johnson Sirleaf became the first female president of an African nation, leading Liberia (2006-2018) through post-civil war recovery and establishing democratic reforms. Sirleaf's leadership demonstrated that women could effectively lead nations, even in challenging environments. Her work helped stabilize Liberia and position it on a path toward peace and prosperity.

9. Beyoncé Knowles-Carter

Beyond her music career, Beyoncé has become an icon of empowerment for women, particularly women of colour. She has used her platform to address issues such as gender equality, racial justice, and body positivity. As one of the most influential artists of her generation, Beyoncé continues to break barriers in the music industry and is an advocate for women's rights through her business ventures, music, and public speaking.

10. Mary Barra:

In 2014, Mary Barra became the first female CEO of a major global automaker. Her leadership has been pivotal in transforming GM into a company focused on innovation and sustainability, particularly in electric vehicles. Barra's success challenges the notion that leadership in heavy industries like automotive is reserved for men, making her a role model for women in STEM and corporate leadership.

These women represent a diverse range of industries, from politics and business to entertainment and philanthropy. Each of them has broken through the

glass ceiling in their respective fields, demonstrating that with perseverance, leadership, and a commitment to change, women can overcome barriers and achieve monumental success. Their stories continue to inspire future generations of women to aim higher, push boundaries, and lead with confidence

Success Stories: Women Who Broke the Glass Ceiling from India

Indian women have made remarkable strides in breaking the glass ceiling, defying societal norms, and achieving excellence in various fields. Here are some notable women from India who have shattered barriers and paved the way for future generations.

1. Indra Nooyi

Indra Nooyi is one of the most successful business leaders in the world. She became the CEO of PepsiCo in 2006, making her one of the few women to lead a Fortune 500 company. Nooyi transformed PepsiCo by focusing on healthier products and sustainability while maintaining its global dominance. Her leadership not only reshaped the company but also broke gender and cultural stereotypes in the corporate world.

2. Kiran Mazumdar-Shaw

Kiran Mazumdar-Shaw founded Biocon, India's largest biotechnology company, in 1978. She faced numerous challenges as a woman entrepreneur in a male-dominated field. Under her leadership, Biocon has become a global player in biotechnology, making groundbreaking contributions in healthcare. Kiran has also been a champion for women in STEM and entrepreneurship in India.

3. Arundhati Bhattacharya

Arundhati Bhattacharya made history as the first woman to head the State Bank of India, the country's largest public sector bank. Her tenure marked several significant reforms, including a major focus on digital banking. Bhattacharya's leadership broke barriers in India's traditionally male-dominated banking and finance sectors.

4. Chanda Kochhar

Chanda Kochhar became the first woman to head a major private sector bank in India when she took charge of ICICI Bank in 2009. Under her leadership, ICICI Bank grew rapidly and became one of the largest private banks in the country. Kochhar's career is a testament to breaking gender norms in India's banking sector.

5. Sushma Swaraj

Sushma Swaraj was a prominent leader in Indian politics, serving as the country's External Affairs Minister. She was the first woman to hold this position in India. Her tenure saw significant diplomatic achievements, including the evacuation of Indian citizens from war-torn regions. Sushma Swaraj broke barriers in a male-dominated political arena and became a role model for women in Indian politics.

6. Kalpana Chawla

Kalpana Chawla was the first woman of Indian origin in space. She was a part of NASA's space shuttle program, and her missions garnered international acclaim. Chawla's legacy continues to inspire women in science, technology, engineering, and mathematics (STEM) fields. She not only broke the glass ceiling but also became a global symbol of achievement in space exploration.

7. Rani Lakshmibai

Rani Lakshmibai, the Queen of Jhansi, led her kingdom's forces in the 1857 rebellion against British colonial rule. She is a legendary figure in India's fight for independence and is remembered for her bravery and leadership. Her courage in leading an army in battle and defying colonial forces continues to inspire women in India to fight for justice and equality.

8. Naina Lal Kidwai

Naina Lal Kidwai became the first woman to lead a foreign bank in India when she took charge of HSBC's Indian operations. She is an influential figure in India's financial sector. Kidwai's work has helped promote financial inclusion and women's empowerment. She is a strong advocate for corporate governance and women's participation in leadership roles.

9. Priyanka Chopra Jonas

Priyanka Chopra became the first South Asian woman to lead a major American television show (*Quantico*), breaking into Hollywood after winning the Miss World title in 2000. Chopra has used her platform to advocate for gender equality, education, and mental health awareness. Her success in both Bollywood and Hollywood has broken down cultural and gender barriers.

10. Savitribai Phule

Savitribai Phule was a pioneering social reformer and educator who is considered the first female teacher in India. She played a crucial role in advocating for women's education in the 19th century. She broke societal norms by establishing schools for girls and empowering women through education. Her work laid the foundation for women's rights in India and continues to inspire activists and educators today.

11. Sunita Williams

Sunita Williams, an Indian-American astronaut, holds the record for the longest spaceflight by a woman (195 days). She was the second woman of Indian descent to go to space. Her achievements in space exploration have inspired millions of women, especially in the fields of science and engineering. Williams' work continues to inspire young girls in India and around the world to pursue careers in STEM.

12. Falguni Nayar

Falguni Nayar founded Nykaa, one of India's leading beauty and wellness e-commerce platforms. She transformed Nykaa into a household name and became one of India's most successful women entrepreneurs. Nayar's success has opened doors for women in entrepreneurship, particularly in e-commerce and digital businesses, showing that women can lead and innovate in the tech and retail sectors.

13. Sudha Murthy

Sudha Murthy is one of India's most well-known philanthropists and the wife of Infosys co-founder N. R. Narayana Murthy. She played a significant role in shaping the corporate Sudha Murthy's work in education and healthcare has touched millions of lives across India. As the Chairperson of Infosys Foundation, she has promoted various initiatives to empower women and children, breaking societal norms around gender roles.

These women from India have not only broken the glass ceiling in their respective fields but have also redefined leadership and empowerment for women globally. Their stories are a source of inspiration for millions, showcasing the power of determination, resilience, and the pursuit of excellence. By overcoming gender norms and societal expectations, they have paved the way for future generations of women to rise and lead.

Strategies for Breaking the Glass Ceiling

Breaking the glass ceiling requires a multi-faceted approach that involves policy reforms, organizational changes, empowerment of individuals, and the active involvement of men as allies. The following strategies can help create an environment where women can rise to leadership positions and break through systemic barriers.

1. Policy and Organizational Changes

a) Gender Diversity Initiatives and Quotas

Organizations can implement gender diversity initiatives to ensure that women have equal opportunities in recruitment, promotions, and leadership roles. This can include setting gender-specific quotas for executive boards or senior management positions. While quotas can be seen as a tool for ensuring representation, they help address historical imbalances and create role models for others to follow. Some companies, such as those in Norway, have implemented a 40% gender quota for boards of directors, which has led to significant progress in gender representation in leadership roles.

b) Flexible Work Policies and Family-Friendly Benefits

Offering flexible working hours, remote work options, and family-friendly benefits such as paid parental leave and subsidized childcare can help women balance their professional and personal lives. These policies can encourage women to stay in the workforce, return after maternity leave, and continue to climb the career ladder without sacrificing family responsibilities. Example: Companies like Google and Microsoft offer flexible work arrangements, parental leave, and career development programs to support employees in balancing work and family life, contributing to greater gender equality.

2. Empowering Women Individually

a) Building Confidence and Leadership Skills

Women often face internal barriers, such as self-doubt or imposter syndrome, that hinder their advancement. Organizations and institutions can offer leadership training, public speaking opportunities, and confidence-building workshops. These initiatives help women develop the skills needed for high-level leadership roles and boost their self-esteem. **Example:** Programs like Lean In Circles, which were introduced by Facebook's Sheryl Sandberg, create safe spaces for women to build confidence, share experiences, and learn leadership skills from one another.

b) Networking, Mentorship, and Sponsorship Programs

Women should have access to mentorship and sponsorship programs that offer guidance, career advice, and opportunities for advancement. Mentors can provide invaluable insights and encouragement, while sponsors (individuals who actively advocate for women's promotions) can open doors to leadership roles. **Example:** Mentorship programs in large corporations like McKinsey & Company and Goldman Sachs have proven to be highly successful in advancing the careers of women by

pairing them with senior leaders who help them navigate the challenges of their professions.

3. Role of Men as Allies

a) Encouraging Inclusivity and Advocacy from Male Leaders

Male leaders must champion inclusivity by advocating for women's rights, challenging gender biases, and promoting diversity within their organizations. They should publicly support gender diversity initiatives, engage in dialogues about gender equality, and take concrete steps to reduce barriers that impede women's advancement. Example: Male leaders such as Richard Branson of Virgin Group and Satya Nadella of Microsoft have spoken out about the importance of gender equality and taken steps to create more inclusive workplaces. Their leadership encourages others to follow suit.

b) Importance of Shared Responsibilities at Work and Home

One of the key factors hindering women's progress in the workplace is the disproportionate burden of unpaid domestic work. Encouraging men to share household duties and caregiving responsibilities can help women dedicate more time and energy to their careers. Additionally, organizations should advocate for a culture where men are also encouraged to take parental leave and flexibly balance work and family. In Scandinavian countries, shared parental leave policies have encouraged both men and women to share childcare responsibilities, leading to greater gender equality in the workplace. Companies such as Paternity Leave (SAP) have also implemented policies to encourage fathers to take leave, which challenges the traditional division of labor at home.

Breaking the glass ceiling is a collective effort that involves changes at the organizational, societal, and individual levels. By implementing gender diversity policies, offering flexible work environments, building confidence and leadership skills in women, and encouraging men to act as allies in advocating for gender equality, we can create a more inclusive and equal workforce. Each of these strategies plays a crucial role in dismantling the barriers that limit women's advancement and ensuring they have the opportunity to succeed at the highest levels.

Future Directions for Breaking the Glass Ceiling

As we continue to move toward a more gender-equal world, several key factors are shaping the future of women's empowerment and the breaking of the glass ceiling. These include the role of technology and global movements that are creating new opportunities and reshaping societal norms. Here's a look at the future directions in which these developments are leading us.

1. The Role of Technology

a) Digital Platforms Creating New Opportunities for Women

- **Objective:** Leverage technology to create new pathways for women in leadership and entrepreneurship.
- **Approach:** Digital platforms are revolutionizing industries, creating new opportunities for women to work, lead, and innovate. Remote work, e-commerce, online education, and tech-driven industries like fintech, edtech, and healthtech are opening doors for women to engage in roles traditionally dominated by men. These platforms offer flexible working conditions, access

to global markets, and the ability to balance work and personal life effectively.

- **Example:** Platforms like LinkedIn have allowed women to network, showcase their skills, and advance their careers globally, while companies such as Shopify and Etsy empower women entrepreneurs to build online businesses without the need for physical storefronts.

b) Using Data to Track Progress on Gender Parity

- **Objective:** Monitor and measure progress in gender equality across industries and sectors.
- **Approach:** Using data analytics to track progress on gender parity can create accountability and help organizations identify areas where further action is needed. Companies and governments are increasingly adopting data-driven approaches to measure pay gaps, leadership diversity, and career progression, ensuring that gender equality policies are being implemented effectively. This data also aids in making informed decisions about diversity initiatives and pinpointing where systemic barriers persist.
- **Example:** The World Economic Forum's *Global Gender Gap Report* uses data to analyze gender parity in education, health, political empowerment, and economic participation across countries, which helps track global progress and areas needing attention.

2. Global Movements and Trends

a) How Campaigns Like “Me Too” and “Lean In” Are Reshaping Workplaces

- **Objective:** Foster cultural change through social movements that challenge gender-based discrimination.
- **Approach:**
Global movements like “Me Too” and “Lean In” have brought issues such as sexual harassment, workplace discrimination, and gender inequality into the spotlight. These campaigns have given women a voice, empowering them to speak out against abuse, inequity, and marginalization. In the workplace, movements like #LeanIn, started by Facebook’s Sheryl Sandberg, have encouraged women to take charge of their careers and advocate for themselves.
- **Example:** The “Me Too” movement has had a profound impact on industries like entertainment, politics, and corporate sectors, leading to the resignation of high-profile figures accused of sexual harassment and prompting organizations to rethink workplace culture and implement stronger harassment policies. Similarly, “Lean In” has inspired corporate programs aimed at developing leadership pipelines for women, as well as addressing gender biases that hold women back in the workplace.

b) Importance of Continuous Advocacy for Equality

While movements like “Me Too” and “Lean In” have achieved significant milestones, continuous advocacy is essential to keep the momentum going. Achieving gender equality is an ongoing process, and it requires sustained efforts to challenge ingrained cultural norms, promote women’s representation in leadership roles, and ensure women’s voices are heard. Advocating for gender parity should

involve not only individuals but also governments, organizations, and communities at large.

- **Example:** Campaigns such as *He For She*, initiated by the United Nations, encourage men and boys to take an active role in advocating for gender equality, reinforcing the idea that women's empowerment benefits society as a whole. Similarly, movements advocating for equal pay, parental leave, and female representation in politics and corporate leadership continue to raise awareness and demand action.

Conclusion:

A Holistic Approach to Shattering the Glass Ceiling

The future of breaking the glass ceiling lies in leveraging both technology and global movements to drive systemic change. Digital platforms offer women opportunities to lead, innovate, and succeed in new sectors, while data and analytics will ensure that progress on gender equality is tracked and achieved. Simultaneously, global movements like "Me Too" and "Lean In" continue to challenge social norms, raise awareness, and create spaces for women to be heard.

However, continuous advocacy and policy changes are necessary to sustain momentum and address ongoing issues. As we look toward the future, a holistic approach that combines technological innovation, global movements, and cultural change will be key to achieving true gender parity in leadership roles and beyond. By working collectively and persistently, we can break down the remaining barriers and create a more inclusive, equal society for all.

Call to Action

Encourage participants to reflect on their roles in breaking the glass ceiling, whether as women striving for leadership or as allies supporting the cause.

Share resources, mentorship opportunities, or actionable steps participants can take in their own organizations or communities.

This structure ensures a balanced mix of challenges, inspiring stories, and practical solutions, making it engaging and impactful. Let me know if you'd like to develop a specific section in detail!

References

- Sandberg, Sheryl. *Lean In: Women, Work, and the Will to Lead*. Knopf, 2013.
- Kay, Katty, and Claire Shipman. *The Confidence Code: The Science and Art of Self-Assurance – What Women Should Know*. HarperBusiness, 2014.
- Böhm, Manuela N., and Birgit Riegraf, eds. *The Glass Ceiling in the 21st Century: Understanding Barriers to Gender Equality*. Springer, 2013.
- Karpinska, Eva L. "Gender and the Glass Ceiling." *Journal of Business and Psychology*, vol. 26, no. 2, 2011, pp. 35-51.
- World Economic Forum. *Global Gender Gap Report*. World Economic Forum, 2023.
- McKinsey & Company. *Women in Leadership: Why We Need More Female CEOs*. McKinsey & Company, 2018.
- Davidson, M. R., & Cooper, R. J. "The Glass Ceiling Effect and Female

Leadership: A Review of the Literature." *Journal of Management Development*, vol. 28, no. 5, 2009, pp. 455-469.

Catalyst. "Breaking the Glass Ceiling." *Catalyst.org*, 2024,

Harvard Business Review. "How Women Can Shatter the Glass Ceiling." *Harvard Business Review*, 2021.

Forbes. "The Gender Gap in Leadership: How to Break the Glass Ceiling." *Forbes*, 2022.

Miss Representation. Directed by Jennifer Siebel Newsom, 2011.

Sandberg, Sheryl. "Why We Have Too Few Women Leaders." *TEDx Conference*, 2010.

Women Leadership and Political Participation

Dr.K.Vijaya Kumari¹,

(Lecturer in Political science,

Sri Padmavathi Women's Degree and PG College, Tirupathi)

C.Pavani Pavithra²,

(Student of Political science)

Abstract:

Women Leadership And Political Participation Are Crucial For Achieving Gender Equality And Fostering Inclusive Governance Various Organizations Offer Webinars And Training Sessions To Empower Women In Politics. Women's Leadership And Political Participation Are Essential For The Advancement Of Inclusive And Equitable Governance. Despite Making Up Nearly Half Of The Global Population, Woman Remain Underrepresented In Political And Leadership Roles, Facing Barriers Such As Societal Norms, Systematic Discrimination And Limited Access To Resources And Networks. Women's Play A Vital Role In Society. Having More Women In Politics And Leadership Is Important Because It Brings New Ideas, Promotes Fairness, And Helps Create Better Solutions To Problems. Around The World, Women Face Numerous Challenges Such As Gender Stereotypes, Lack Of Education,Economic Dependence And Political Marginalization,Which Prevent Them From Playing Active Roles In Leadership. "Across The World, Only 36.9% Of Working Women Hold Leadership Positions."

Key Points:Women Leadership, Women Empowerment, Gender Stereotypes, Gender Equality, Inclusive Governance, Constitutional Amendments, Political Participation,

Introduction:

Women Leadership And Political Participation Are Fundamental Components Of A Healthy Democracy And Essential For Achieving Gender Equality. Women Are Powerful Agents Of Change, And The Far-Reaching Benefits Of Diversity And Gender Parity In Leadership And Decision-Making Are Increasingly Recognized In All Spheres. The Active Engagement Women In Politics And Decision-Making Processes Is Crucial For Ensuring That Their Interests, Needs And Perspectives Are Represented And Addressed. Women's Leadership And Political Participation Are Hindered By Various Challenges, Including Discriminatory Laws, Social Norms And Lack Of Access To Resources. It's Time For The World To Recognize The Benefits Of Women In Leadership, And Commit To Placing Even More Women In Positions Of Power. When Women Are Meaningfully Represented And Engaged In Leadership Bodies—Such As Legislatures, Courts, Executive Boards, Community Councils—Laws, Rulings, And Decisions Are More Likely To Be Inclusive, Representative, And Take Diverse Views Into Account.

Women Leadership:

Women's Leadership Refers To The Participation And Influence Of Women In Decision-Making Roles Across Various Sectors, Including Politics, Business, Education, Health And Community Development. It Emphasises Gender Equality, Inclusion And The Dismantling Of Barriers That Hinder Women's Access To Leadership Opportunities. It Contributions Of Women Leaders To Create Equitable, Inclusive And Effective Leadership Environments. Women Leaders Plays A Crucial Role In Inspiring And Empowering Others By Breaking Gender Norms. Representation In Leadership Fosters Diversity Of Thought And Innovation. Women Leaders Advocate For Social Justice, Education, Health Care And Gender Equity. Women Are Powerful Agents Of Change, And The Far-Reaching Benefits Of Diversity And Gender Parity In Leadership And Decision-Making Are Increasingly Recognized In All Spheres. Still, Women Continue To Be Vastly Under-Represented In Decision-Making In Politics, Businesses, And Communities. Women As Leaders And Decision-Makers At All Levels Are Critical To Advancing Gender Justice And Gender Equality—And To Furthering Economic, Social, And Political Progress For All. Women's Leadership Within Households, Including Decision-Making Over Land And Household Income, Improves Access To Education And Healthcare For Their Families. Countries With A Greater Proportion Of Women As Top Decision-Makers In Legislatures Have Lower Levels Of Income Inequality. Peace Agreements Are 35% More Likely To Last At Least 15 Years If Women Leaders Are Engaged In Its Creation And Execution. When Women Hold More Executive Leadership Positions, Their Companies Are More Profitable: Companies In The Top-Quartile For Gender Diversity On Executive Teams Are 21% More Likely To Outperform The National Average. Women Are More Concerned About Diversity And Equity Within Companies. Women Leadership Brings Unique Perspectives And Skills, Enhancing Decision-Making And Organizational Performance. Women's Can Play An Empowerment Strategies Such As Mentorship, Training And Networking Are Crucial For Promoting Women's Leadership.

Role Of Women's Leadership

Women's Leadership In India Plays A Multifaceted Role, Extending Beyond Just Holding Positions Of Power. They Serve As Role Models, Inspiring Other Women And Girls To Pursue Their Aspirations And Break Free From Societal Constraints. Women Leaders Are Advocates For Women's Rights, Raising Their Voices Against Gender Discrimination And Pushing For Policies That Promote Gender Equality. They Also Contribute To Inclusive Decision-Making Processes, Bringing Unique Perspectives And Empathy To Policy Formulation And Implementation.

Importance And Significance

The Importance Of Women's Leadership In India Cannot Be Overstated. By Increasing Women's Representation In Leadership Roles, India Stands To Benefit From Diverse Perspectives, Innovative Solutions, And Greater Inclusivity. Women Leaders Foster A More Balanced And Equitable Society, Where Opportunities And Resources Are Accessible To All, Regardless Of Gender. Their Presence In Leadership Positions Challenges Traditional Stereotypes And Norms, Transforming Societal Attitudes Toward Women's Capabilities And Potential.

Women Have Been Regarded As A Symbol Of Spirituality In Our Scriptures. Yet, Women Were Denied Rights And Equality In Ancient Indian Civilization. They Have Been Treated Badly And Unequally To Men. Social Evils Such As Dowry, Sati-System, Child Marriage, And Female Infanticide Were Widely Prevalent In The Early Ages. The Spread Of Education And Self-Consciousness Among Women Has Led To Their Progress Over The Period Women Of Today Empowered. Also, Women Are Gaining Advancements And Success In Each And Every Field. True Female Liberty Is Only Achievable When People Shift Their Restrictive Attitudes And Mind-Sets Regarding Women.

Political Participation Of Women:

Political Participation Means Exercising The Right To Vote, Power Sharing, Membership Of Political Parties, Electoral Campaigning, Attending Party Meetings, Holding Party Positions. Politics Is A Vague Expression For Many Women, Meaning The Government Of The India Which Has Traditionally Been The Business Of Men And As Such Women Participate To A Lesser Degree Than Men In All Political Activities. The Declining Of Moral Values, The Increasing Use Of Money To Achieve Political Power And The Criminalization Of Politics Are Some



Factors Which Discourage Women To Take An Active Part In Politics. There Is No Doubt That An All Out Effort Is Being Made In India To Increase Women Participation In Politics, But Status Is Related To The Exercise Of Power, Both Political And Administrative. Politics Is Important For Increased Equality Between

The Sexes. Politics Is Neither The Only Source Of Discrimination Against Women Nor The Only Source Of Potential Power For Achieving Equality. Women's Participation In Politics Is Very Much Related To Certain Important Aspects Of Women's Life Such As Marriage, Family And Employment. Needless To Say, There Is No Country In The World Today, Where Women Have Equal Status With Men In All The Major Areas Of Life, Family, Health, Reproduction, Education, Work, Government And Cultural Expression.

Constitutional Provisions:

The Constitution Of India Guaranteed Justice-Social, Economic And Political, Liberty Of Thought And Equality Of All Citizens. Constitution Provided For Equality Of Women And Called State To Take Measures To Neutralise The Socio-Economic, Educational And Political Disadvantages Faced By Women.

Article 14 -It Guarantees Equality Before Law And Equal Protection Of Law Within The Territory Of India.

- Article 15 - It Prohibits Discrimination On The Basis Of Religion Caste, Race, Sex, Place Of Birth, And Gender.
- Article 243(D)-It Provides For The Political Reservation To Women In Every Panchayat Elections. It Has Extended This Reservation To Elected Office As Well
- Article 325 And 326 - They Guaranteed Political Equality, Equal Right To Participate In Political Activity And Right To Vote For Women.

Reservation :

- To Remedy Low Participation Of Women Electors, India In 1994 Established Reservations In 73rd And 74th Constitutional Amendments To Reserve 33% Of Seats In Local Governments For Women.
- The Women's Reservation Bill Has Been Introduced In The National Parliament To Reserve 33% Of Lok Sabha And Vidhansabha Seats For Women. The Bill Has Yet To Be Passed By Lok Sabha And Signed Into Law.
- Local Governing Bodies In India Are Called Panchayat Raj Institutions And 1/3 Of Seats And Leadership Positions Must Be Reserved. States Such As Andhra Pradesh, Bihar, Chhattisgarh, Jharkhand, Kerala, Maharashtra, Odisha, Rajasthan, Tripura And Uttarakhand. Uttarakhand Have Increased Reservations To 50% The National Government Has Also Proposed To Raise The Level Of Reservations In Panchayati Raj Institutions To 50%.

Conclusion:

In Conclusion, Women Leadership And Political Participation Are Essential For Achieving Gender Equality, Promoting Sustainable Development And Strengthening Democracy. Despite Progress, Women Continue To Face Significant Barriers To Political Participation, Including Discriminatory Laws, Social Norms, Lack Of Access To Resources. Initiatives Such As Training And Capacity Building, Mentorship And Coaching, Electoral Reform And Awareness Raising Can Help Promote Women's Leadership And Political Participation. Governments And Organisations Should Prioritise Initiatives That Promote Women's Leadership And Political Participation. Women Should Be Supported And Empowered To Take On Leadership Roles And Participation In Political

Process. Women Leadership And Political Participation Are Essential For Creating More Justice, Equitable And Sustainable World. Women Continue To Be Vastly Under-Represented In Decision-Making In Politics, Businesses, And Communities. Women Should Take Active Role In Democracy. Networking Of Women Across The States And Workshops With Policy Makers. Support Mentoring By Senior Elected Leaders To Support Younger Women.

References:

- “Empowering People- Issues And Solutions” By A.Rajeshwari, Pris And Women In Palanithurai.(1996)
- “Women And Leadership: The State Of Play And Strategies For Change” By Barbara Kellerman And Deborah L.Rhode (2017)
- “Women In Leadership: Why It Matters” By Harvard Business Review (2019)
- “Women Leadership And Empowerment” By Un Women (2020)

Tech-Powered Empowerment: Bridging the Gender Gap in the Digital Age

Dr K Sankar Reddy¹,

Lecturer in Commerce, YSR Govt. Degree College, Veduru Kuppam, Chittoor Dist.

(E-Mail Id: sankar.nali@gmail.com.)

Dr P Ramadevi²,

Junior Lecturer in Commerce, A.P. Residential Junior College, Gyarampalli, Annamaiah Dist. (E-Mail Id: Paladugurama22@gmail.com.)

V. Baburao³,

Lecturer in Economics, Govt. Degree College, Puttur, Tirupati Dist.

Abstract:

The digital age has brought transformative advancements, reshaping industries, economies, and societies. However, a significant gender gap persists, hindering women's full participation and benefiting from technology. This abstract examines the multifaceted digital gender divide, encompassing disparities in access to technology, digital literacy, and representation in STEM fields, economic opportunities, and online safety.

Key challenges include limited access to digital tools in developing regions, underrepresentation in tech industries, and the prevalence of cyber-violence. Addressing these barriers is both a moral imperative and a strategic necessity, as gender equality in technology could unlock up to \$1 trillion in global economic potential by 2025.

The article explores how technology can serve as an enabler of equality by democratizing access to education, fostering entrepreneurship, enhancing healthcare services, and amplifying women's voices in advocacy. Solutions proposed include subsidized access to devices and connectivity, targeted digital literacy programs, diversity incentives in STEM careers, robust laws against cyber-violence, and inclusive tech policy-making.

This abstract envisions a collaborative approach among governments, private sectors, NGOs, and communities to create an inclusive digital ecosystem. By bridging the gender gap, we can ensure a future where technological innovation empowers women to contribute to and benefit from a more equitable and dynamic world.

Key Words: Digital Age - Gender Gap - Women Empowerment - Digital Literacy – STEM - Online Safety - Cyber-violence - Digital Divide - Economic Opportunities - Artificial Intelligence - Inclusive Technology - Digital Equality - Gender Bias in AI.

Introduction:

In the rapidly evolving digital age, technology has become a powerful catalyst for change, reshaping industries, economies, and societies. Yet, amidst this wave of innovation, a persistent challenge demands our attention: the gender gap. Addressing this disparity through the lens of technology is not only a moral

imperative but also a strategic one, as gender equality can unlock significant untapped potential.

The Gender Gap: A Snapshot

The gender gap in the digital age manifests in multiple forms, including unequal access to technology, underrepresentation in tech industries, and limited participation in shaping digital policies. According to the International Telecommunication Union (ITU), women are 12% less likely than men to use the internet globally, with this gap widening in developing regions. Similarly, in STEM (science, technology, engineering, and mathematics) fields, women account for less than 30% of the workforce, highlighting systemic barriers that deter their full participation.

1. Digital Access and Connectivity

Women are 19% less likely than men to use the internet in low- and middle-income countries (Source: ITU, 2023). Women are 16% less likely to own a smartphone, especially in developing regions. Rural areas and regions with limited connectivity exacerbate gender inequalities.

2. Digital Literacy

Women often have less access to digital skills training. In developing countries, only **54% of women** are aware of the internet's potential benefits, compared to **70% of men**.

3. Representation in the Tech Industry

Women make up just **28% of the global tech workforce**, with underrepresentation in roles such as software engineering, data science, and cyber security. Leadership remains male-dominated: women hold only **26% of leadership roles** in major tech companies.

4. Online Safety and Harassment

Cyberviolence disproportionately affects women, including online harassment, doxxing, and non-consensual sharing of private images. Fear of harassment discourages women from fully engaging in digital platforms and online discussions.

5. Economic Opportunities

The digital economy offers opportunities in e-commerce, remote work, and gig platforms. However, women face barriers such as: Limited access to capital for online businesses and Lack of training for remote and tech-enabled jobs.

6. STEM Education and Careers

Women represent only **35% of STEM students globally**. Stereotypes and biases deter women from pursuing careers in fields like artificial intelligence, robotics, and software development.

7. Health and Digital Tools

Women are less likely to access digital health services, particularly in regions with cultural or logistical barriers. Digital platforms addressing reproductive health and education are often underfunded.

I. Key Statistics Highlighting The Digital Gender Divide:

1. Women are **12% less likely than men** to use the internet globally, with the gap being more pronounced in developing countries (Source: ITU, 2023).

2. In low- and middle-income countries, women are **19% less likely** to use the internet and **16% less likely** to own a smartphone (Source: ITU, 2023).
3. Only **54% of women** in developing countries are aware of the internet's benefits, compared to **70% of men** (Source: World Wide Web Foundation, 2022).
4. Women are underrepresented in digital skills training programs, further limiting their ability to access and leverage technology.
5. Women make up only **28% of the global tech workforce** and are underrepresented in roles like software engineering and cybersecurity (Source: UNESCO, 2022).
6. Leadership roles in major tech companies are heavily male-dominated, with women holding just **26% of leadership positions** (Source: Deloitte, 2023).
7. Women represent only **35% of STEM students globally**, with the number declining in advanced tech fields like AI, robotics, and data science (Source: UNESCO, 2022).
8. **73% of women worldwide** have reported experiencing cyberviolence, including harassment and privacy violations (Source: UN Women, 2021).
9. Fear of harassment discourages many women from fully engaging in digital platforms and online discussions.
10. The digital gender divide could result in a loss of **\$1 trillion** in global GDP by **2025** if the gap is not bridged (Source: GSMA, 2022).
11. Women in rural and underserved regions are less likely to access digital health services and mobile-based health platforms due to lack of connectivity and socio-cultural barriers.
12. Women are often excluded from decision-making roles in digital policy formulation, with their perspectives underrepresented in tech governance structures.

II. Technology as an Enabler of Equality

When leveraged strategically, technology can be a formidable tool for empowerment, fostering opportunities for women and bridging the gender divide. Below are key areas where technology has shown transformative potential:

1. Access to Information and Education:

Online learning platforms and massive open online courses (MOOCs) have democratized education, enabling women to acquire new skills, pursue higher education, and access career opportunities, even in remote or underserved regions. Initiatives like "Girls Who Code" and "Tech-Girls" specifically target young women, equipping them with critical coding and tech skills.

2. Entrepreneurship and Economic Empowerment:

E-commerce platforms empower women entrepreneurs to reach global markets, bypassing traditional barriers to entry. Fin-tech solutions, such as mobile banking and digital wallets, enable women to manage finances independently, fostering economic autonomy.

3. Health and Well-being:

Mobile health apps and telemedicine services have improved access to healthcare for women, particularly in rural areas where medical facilities are

scarce. Digital campaigns and apps addressing issues like menstrual health, maternal care, and gender-based violence have raised awareness and provided critical support.

4. **Representation and Advocacy:**

Social media platforms amplify women's voices, creating spaces for advocacy, networking, and mobilization around gender equality. Women in technology are using their platforms to challenge stereotypes and inspire the next generation of female leaders.

III. **Challenges and Solutions in Achieving Tech-Powered Equality for Women**

While digital technology holds the potential to empower women and bridge gender gaps, several challenges hinder its realization. Below are key challenges and corresponding solutions:

1. **Digital Divide**

- **Challenge:** Women in low- and middle-income countries are less likely to have access to the internet, smartphones, or digital literacy programs.
- **Solution:** Subsidize devices, internet services, and mobile data for women in underserved regions. Expand connectivity in rural and remote areas to ensure universal access. Establish digital hubs in communities with free or low-cost access to the internet and training.

2. **Lack of Digital Literacy**

- **Challenge:** Limited digital skills prevent women from fully leveraging technology for economic, educational, or social empowerment.
- **Solution:** Develop gender-sensitive digital literacy programs, prioritizing women and girls in marginalized communities. Incorporate digital skills into school curriculums, with an emphasis on equal participation by girls. Facilitate peer-to-peer learning and mentorship programs for women.

3. **Underrepresentation in Tech**

- **Challenge:** Women are underrepresented in STEM fields, tech leadership, and innovation roles.
- **Solution:** Promote STEM education for girls through scholarships, role models, and outreach programs. Encourage tech companies to adopt diversity quotas and provide incentives for hiring and promoting women. Support women-led startups and initiatives to increase representation in decision-making roles.

4. **Cyberviolence and Online Harassment**

- **Challenge:** Women face cyberbullying, harassment, and privacy violations, discouraging participation in digital spaces.
- **Solution:** Enforce laws against online harassment and ensure accountability for perpetrators. Develop apps and platforms with robust safety features, such as anonymous reporting and AI-based content moderation. Educate women on digital safety and empower them to protect their online presence.

5. **Socio-Cultural Barriers**

- **Challenge:** Cultural norms in some societies limit women's access to and use of technology, reinforcing traditional roles.

- **Solution:** Work with local leaders and organizations to shift societal attitudes toward women's digital participation. Highlight success stories and benefits of technology to encourage broader acceptance. Involve entire families in digital literacy programs to reduce resistance.

6. Economic Barriers

- **Challenge:** High costs of technology and lack of financial resources limit women's ability to access digital tools.
- **Solution:** Provide financial assistance to women for purchasing devices and accessing internet services. Implement affordable installment-based payment systems for digital tools. Collaborate with tech companies to create affordable solutions for women in underserved regions.

7. Gender Bias in Algorithms and AI

- **Challenge:** AI systems often reflect and perpetuate societal biases, disadvantaging women in hiring, credit scoring, and more.
- **Solution:** Regularly evaluate algorithms for biases and make adjustments. Use diverse datasets to train AI systems and ensure fair outcomes. Promote policies for transparency and accountability in AI development.

8. Limited Participation in Policy-Making

- **Challenge:** Women are often excluded from decision-making roles in digital and tech policy formulation.
- **Solution:** Ensure women's representation in policy-making bodies related to technology. Support organizations advocating for gender-equitable tech policies. Train women leaders in tech policy and governance.

9. Lack of Gender-Disaggregated Data

- **Challenge:** Insufficient data on women's access to and use of technology hampers targeted interventions.
- **Solution:** Governments and organizations should prioritize collecting and analyzing gender-disaggregated data. Evaluate the effectiveness of digital programs in reducing gender disparities.

Achieving **tech-powered equality for women** requires a multi-faceted approach addressing structural, cultural, and economic barriers. By promoting access, skills, safety, and representation, digital technology can become a powerful enabler for women's empowerment, fostering a more inclusive and equitable digital future.

A Vision for the Future

The journey toward bridging the gender gap in the digital age requires collective effort. Governments, private sectors, NGOs, and individuals must collaborate to:

1. Design inclusive technologies that cater to diverse needs.
2. Implement policies promoting equal access to digital resources.
3. Celebrate and amplify the achievements of women in technology.
4. Foster partnerships to fund and scale initiatives focused on gender equality.

Conclusion

As we navigate the complexities of the digital age, ensuring that technological advancements are inclusive is not merely an option but a necessity. By addressing the gender gap, we pave the way for a more equitable and innovative future where everyone, regardless of gender, can contribute to and benefit from the transformative

power of technology. Together, we can harness tech-powered empowerment to bridge the divide and create a world that truly reflects the ideals of equality and opportunity.

References

- International Telecommunication Union (ITU).** (2023). *The digital gender divide: A global snapshot*. International Telecommunication Union.
- World Wide Web Foundation.** (2022). *Gender Equality in the Digital Age: Bridging the Divide*. World Wide Web Foundation
- United Nations Educational, Scientific and Cultural Organization (UNESCO).** (2022). *Women in Tech: Bridging the Gender Gap in STEM Fields*. UNESCO
- Deloitte.** (2023). *Women in Technology: Breaking Barriers and Shaping the Future*. Deloitte Insights
- GSMA.** (2022). *The Economic Impact of Bridging the Digital Gender Divide: \$1 Trillion Opportunity*. GSMA
- UN Women.** (2021). *Cyberviolence Against Women: A Global Epidemic*. UN Women
- World Health Organization (WHO).** (2023). *Access to Digital Health Services for Women: Bridging the Gap*. World Health Organization.
- Women in Tech Organization.** (2023). *Empowering Women in Technology: Representation and Inclusion in Digital Careers*. Women in Tech.
- McKinsey & Company.** (2023). *The Digital Economy and Women: Unlocking Potential in the Global Marketplace*. McKinsey & Company.
- Global Partnership for Education.** (2022). *Digital Literacy for Girls: The Path to Empowerment*. Global Partnership for Education.
- Global Digital Foundation.** (2023). *Closing the Gender Gap in Digital Education*. Global Digital Foundation.

Economic Growth and Gender Equality in India

Dr. M. Balaji Naik,

Lecturer in Economics, Government College (Autonomous)
Ananthapuramu, Andhra Pradesh,

Abstract

India, as one of the fastest-growing economies in the world, has made significant strides in terms of economic growth over the past few decades. However, the benefits of this growth have not been equally distributed, especially across gender lines. Despite improvements in various indicators, gender inequality remains a significant barrier to realizing the full potential of India's economy. This paper explores the relationship between economic growth and gender equality in India, examining the current status of gender equality, the barriers that hinder progress, and potential strategies to foster a more inclusive and equitable economic growth model.

Introduction

Economic growth is often viewed as the key driver of development, prosperity, and improved living standards. In India, economic growth has been robust in recent years, but there is mounting evidence that the benefits of this growth have not reached all segments of society equally. One of the most significant disparities remains in gender equality. Women in India continue to face various economic, social, and political challenges that impede their full participation in the economy. This paper aims to analyze how gender inequality influences India's economic growth and explore policies and practices that could promote greater gender equality and, by extension, sustainable and inclusive growth.

1. Economic Growth in India: An Overview

India has experienced impressive economic growth, especially since the economic liberalization of the early 1990s. The country's GDP has increased significantly, and millions of people have moved out of poverty. However, this growth has not been uniform across different demographic groups. The growth rates, while impressive, have been accompanied by rising income inequality, especially along gender lines.

- **GDP Growth:** India's GDP has grown at an average rate of 6-7% per year over the past two decades.
- **Poverty Reduction:** The poverty rate has decreased, with millions lifted out of absolute poverty.
- **Sectoral Growth:** Growth in sectors such as technology, services, and manufacturing has driven India's economic expansion.

However, despite these successes, the gap between men and women in terms of income, employment opportunities, and access to resources persists. The next section delves deeper into the gender disparities in India.

2. Gender Inequality in India: A Persistent Challenge

Gender inequality in India remains a deep-rooted issue that manifests across various domains:

- **Labor Force Participation:** India has one of the lowest female labor force participation rates in the world. According to World Bank data, the female labor force participation rate in India is around 20%, significantly lower than the global average of 48%.
- **Wage Gap:** Women continue to earn less than men, even when they perform similar work. The gender pay gap is prevalent across various industries and regions.
- **Education:** While there have been improvements in female literacy and school enrollment rates, significant gaps remain, especially in rural areas. Gendered expectations often prevent girls from completing higher education.
- **Political Representation:** Women are underrepresented in politics, occupying only a small percentage of seats in national and state legislatures.
- **Health and Safety:** Gender-based violence, poor maternal health, and limited access to healthcare facilities are serious issues that hinder women's well-being and economic participation.

These persistent gender gaps undermine the potential for inclusive economic growth and development.

3. The Link Between Economic Growth and Gender Equality

There is growing recognition that gender equality is not only a matter of social justice but also an economic imperative. The link between economic growth and gender equality can be explored through the following points:

- **Increased Productivity:** By providing women with equal access to education and employment opportunities, economies can harness a broader talent pool, leading to increased productivity and growth.
- **Improved Health Outcomes:** Gender equality in health leads to better outcomes for both women and children, which in turn supports the workforce and economic productivity.
- **Multiplier Effect:** Empowering women, particularly through increased income and economic autonomy, can have a positive ripple effect on family and community well-being, further boosting economic development.
- **Reducing Poverty:** Gender equality helps in reducing poverty, as women are more likely to invest their income in their families, leading to improvements in health, education, and overall quality of life.

India's economic potential could be vastly improved by reducing gender inequality and allowing women to contribute more effectively to the workforce and economy.

4. Barriers to Gender Equality in India

Despite the potential economic benefits, several barriers prevent women from realizing their full potential in India:

- **Cultural and Social Norms:** Deeply entrenched patriarchal norms limit women's roles in society and restrict their mobility and access to resources.
- **Lack of Access to Credit and Resources:** Women in rural areas and in certain industries have limited access to credit, land, and other productive resources that could help them grow their businesses or secure better livelihoods.
- **Discriminatory Laws and Policies:** Although India has made significant strides in terms of legal frameworks to protect women's rights,

implementation of laws is often weak. Issues such as domestic violence, sexual harassment, and property rights remain significant challenges.

- **Inadequate Work-Life Balance:** The lack of adequate childcare facilities and flexible work arrangements hampers women's ability to balance family responsibilities with their professional careers.
- **Safety Concerns:** Gender-based violence, including sexual harassment and domestic violence, significantly affects women's ability to engage freely in economic activities.

5. Strategies for Promoting Gender Equality in Economic Growth

To address these challenges and foster a more inclusive growth model, India can adopt several strategies:

- **Education and Skill Development:** Expanding access to quality education and vocational training for women, particularly in non-traditional sectors like technology and engineering, is essential to bridge the skills gap.
- **Policy Reforms:** Strengthening laws and policies that promote women's economic empowerment, such as ensuring equal pay for equal work, promoting access to property and inheritance rights, and strengthening anti-discrimination laws.
- **Access to Credit and Finance:** Ensuring that women have access to credit, loans, and financial services is key to fostering entrepreneurship and economic participation.
- **Public Awareness and Advocacy:** Changing societal attitudes through media campaigns and public awareness programs can help reduce deeply ingrained stereotypes and cultural norms that restrict women's economic opportunities.
- **Social Infrastructure:** Investing in social infrastructure such as healthcare, childcare, and transportation can help reduce the burden of unpaid care work on women, allowing them to participate more fully in the workforce.

Conclusion

Economic growth and gender equality are inextricably linked. India's growth story will remain incomplete as long as gender inequality persists. By addressing the structural barriers that women face, India can unlock the full potential of its economy and create a more inclusive society. Promoting gender equality is not only a matter of social justice but also an economic necessity, which, if embraced, will drive sustainable and inclusive growth in the long term.

Achieving gender equality in economic participation is not just the responsibility of policymakers but of society as a whole. By empowering women, India can ensure that its growth benefits everyone, regardless of gender.

References

2014. Gender Inequality and Economic Growth: A Critical Review. *Journal of International Development*. 26 (2). pp. 260–76
- World Bank (2021). "Gender Equality and Economic Development."
- United Nations Development Programme (2022). "Gender Equality and Sustainable Development in India."
- Reserve Bank of India (2023). "Women's Financial Inclusion in India."

- National Statistical Office (2022). "Women and Men in India: Gender Statistics."
- Esteve-Volart, B. 2009. Gender Discrimination and Growth: Theory and Evidence from India. Unpublished.
- Lagerlof, N. P. 2003. Gender Equality and Long Run Growth. *Journal of Economic Growth*. 8 (4). pp.403–26.
- Seguino, S. 2000. Gender Inequality and Economic Growth: A Cross-Country Analysis. *World Development*. 28 (7). pp. 1211–30.

The Role of Literature in Women's Research and Consultancy

B. Pushpanjali Bai,

Research Scholar, Department of English, Yogi Vemana University, Kadapa, AP

Abstract

Literature, in its various forms, has long been a powerful tool for both reflecting and shaping societal norms, values, and ideologies. In the context of women's studies, literature provides a vital means of articulating women's experiences, struggles, and aspirations, while also contributing to the broader discourse surrounding gender equality and empowerment. This paper explores the significant role that literature plays in women's research and consultancy, focusing on its capacity to influence academic inquiry, shape consultancy practices, and contribute to policy development. By analyzing how literary works can provide insights into gender dynamics, social change, and intersectionality, the paper demonstrates the importance of incorporating literature in research and consultancy efforts aimed at addressing women's issues.

Keyword: Literature, gender equality, discourse, women's

Introduction

Women's research and consultancy, particularly in the areas of gender studies, feminist theory, and socio-economic development, rely heavily on diverse sources of information to understand the complexities of women's lives and the challenges they face. One such source is literature, which serves as both a mirror and a tool for societal transformation. Through storytelling, poetry, drama, and other forms of creative expression, literature not only reflects the lived experiences of women but also critiques and challenges the structures of patriarchy, colonialism, and other systems of oppression. In consultancy, literature can provide a framework for understanding the socio-cultural context of women's issues, offering valuable insights that can inform recommendations, policies, and strategies.

This paper will examine the intersection of literature with women's research and consultancy, focusing on three main themes:

1. Literature as a tool for understanding women's lives.
2. The role of literature in shaping feminist research methodologies.
3. Literature's impact on gender-focused consultancy and policy development.

1. Literature as a Tool for Understanding Women's Lives

Literature offers a rich, nuanced understanding of the emotional, psychological, and socio-political experiences of women across time and cultures. Through novels, poems, plays, and autobiographies, literature documents and critiques women's roles in society, revealing the ways in which gender shapes their identities, opportunities, and struggles. In the realm of women's research, literary works offer a powerful lens through which to analyze:

- **Historical Contexts:** Literature provides insight into how women's roles and status have evolved over time. For example, the works of authors like Virginia Woolf and Toni Morrison offer deep reflections on the impact of social changes, gender roles, and systemic inequalities.

- **Cultural Narratives:** Stories written by women can illuminate the unique challenges faced by women in different cultural contexts. For example, the works of authors such as Arundhati Roy and Chimamanda Ngozi Adichie challenge patriarchal norms and give voice to women's experiences in post-colonial settings.
- **Psychological Dimensions:** Literary works delve into the psychological struggles that women experience, from personal trauma to the search for identity and autonomy. These works can inform researchers about the emotional and mental health needs of women, which are crucial for developing effective support mechanisms in consultancy and social services.

Through its capacity to illuminate the lived experiences of women, literature serves as a valuable resource for researchers seeking to understand the diversity and complexity of women's lives in various contexts.

2. The Role of Literature in Shaping Feminist Research Methodologies

Feminist research methodologies emphasize the importance of subjectivity, personal experience, and lived realities in the production of knowledge. Literature plays a significant role in shaping these methodologies by:

- **Encouraging Narrative Inquiry:** Feminist scholars often use narrative inquiry, which involves exploring personal stories and lived experiences as a way of generating knowledge. Literature, as a collection of personal stories, oral histories, and narratives, provides a wealth of material for such research. For example, memoirs and autobiographies, such as Maya Angelou's *I Know Why the Caged Bird Sings*, offer rich insights into the intersections of race, gender, and class, which are essential in feminist research.
- **Challenging Objectivity and Positivism:** Traditional research methodologies often emphasize objectivity and detachment. However, feminist methodologies, influenced by literary works, advocate for the importance of subjectivity and emotion in understanding women's experiences. This perspective challenges the dominant narrative in academic research, emphasizing the value of personal experience and context over abstract, decontextualized analysis.
- **Interdisciplinary Approaches:** Feminist literary theory often integrates ideas from history, sociology, psychology, and other disciplines. Literature encourages an interdisciplinary approach to women's research, which enhances the richness and depth of analyses. The interdisciplinary nature of feminist research allows for a more holistic understanding of women's issues, helping researchers and consultants to design more comprehensive solutions.

In shaping feminist research methodologies, literature reinforces the importance of context, narrative, and subjectivity, providing researchers with tools to challenge traditional approaches and develop innovative ways to understand women's lives.

3. Literature's Impact on Gender-Focused Consultancy and Policy Development

Literature not only plays a crucial role in academic research but also influences the practices of gender-focused consultancy and policy development. Literature can:

- **Provide Contextual Understanding:** Consultants and policymakers can use literary works to better understand the cultural, historical, and psychological factors that shape gender relations in different societies. For example,

literature can help consultants gain insights into the challenges women face in navigating patriarchal social structures, thus informing the development of more culturally sensitive and effective policies.

- **Advocate for Women's Rights:** Many literary works have been instrumental in advocating for women's rights and gender equality. For example, literature can serve as a powerful tool for gender advocacy campaigns, drawing attention to issues such as domestic violence, sexual harassment, and discrimination. The writings of feminist authors like Simone de Beauvoir and Betty Friedan have directly influenced gender policies and social movements.
- **Challenge Norms and Promote Social Change:** Literature has historically played a role in challenging oppressive social norms. By promoting diverse perspectives on gender and sexuality, literature encourages a reevaluation of traditional gender roles and contributes to social change. Consultants working on gender equality can leverage literature to inform strategies that promote gender inclusivity and challenge harmful stereotypes.
- **Support Intersectional Approaches:** Intersectionality, which recognizes how multiple identities (e.g., race, class, gender, sexuality) intersect and impact individuals' experiences, is an important concept in both feminist research and consultancy. Literature offers numerous examples of women's experiences at the intersection of different forms of oppression, providing valuable insights for intersectional consultancy work and policy recommendations.

Literature's ability to influence both the intellectual and practical dimensions of women's research and consultancy underscores its importance as a tool for advocacy, social change, and policy development.

Conclusion

Literature has a profound and multifaceted role in women's research and consultancy. It provides researchers with insights into the lived experiences of women, shapes feminist methodologies, and influences consultancy practices and policy development. As a rich source of personal narratives and cultural critiques, literature helps challenge normative assumptions about gender and supports the development of more inclusive, contextually aware approaches to addressing women's issues.

The integration of literature into women's research and consultancy is essential for creating holistic, empathetic, and transformative strategies for gender equality. By continuing to value and incorporate literature into the work of research and consultancy, we ensure that the voices of women, particularly those from marginalized communities, are heard and understood in the processes of social change.

References

- Beauvoir, S. de. (1949). *The Second Sex*. Vintage Books.
Adichie, C. N. (2006). *Half of a Yellow Sun*. Knopf.

- Woolf, V. (1929). *A Room of One's Own*. Harcourt.
- Morrison, T. (1970). *The Bluest Eye*. Holt, Rinehart, and Winston.
- Spivak, G. C. (1988). *Can the Subaltern Speak?* Macmillan.
- Lorde, A. (1984). *Sister Outsider*. Crossing Press.
- Showalter, E., 1971. Women and the literary curriculum. *College English*, 32(8), pp.855- 862.

Entrepreneurial Thinking and Mindset

Dr. S. Gulab Jan,

Asst.Prof of Telugu

S.W.R.G.D.C(G), Kalikiri

Phone Number: 9493564684

Humaymehrose@Gmail.Com

Abstract:

Entrepreneurial thinking and mindset are fundamental elements that drive innovation, growth, and success in today's rapidly evolving business environment. This paper explores the concepts of entrepreneurial thinking and mindset, emphasizing their role in fostering creativity, risk-taking, resilience, and problem-solving abilities in individuals. Entrepreneurial thinking is characterized by the ability to identify opportunities, navigate uncertainty, and challenge conventional norms, while entrepreneurial mindset encompasses the psychological attributes and attitudes necessary to take proactive steps towards achieving goals. The paper further examines the key components of entrepreneurial mindset, including self-efficacy, adaptability, and a focus on value creation, and how these qualities influence decision-making, strategic planning, and the execution of business ventures. By analyzing contemporary research and real-world examples, this paper highlights the importance of cultivating an entrepreneurial mindset not only for aspiring entrepreneurs but also for individuals in various sectors who wish to drive innovation and lead change. The paper concludes by discussing strategies for developing and nurturing an entrepreneurial mindset, both in educational settings and within organizations, with an emphasis on the role of leadership, mentorship, and experiential learning in shaping entrepreneurial capabilities. The ability to think like an entrepreneur is no longer confined to business founders alone. In today's complex, fast-changing economy, the principles of entrepreneurial thinking and mindset are essential for anyone looking to succeed in business or any sector. Entrepreneurial thinking is a cognitive approach that enables individuals to identify opportunities, innovate, and solve problems, while the entrepreneurial mindset embodies the psychological traits such as resilience, proactivity, and risk-taking that allow these thoughts to be translated into action. This paper delves into the fundamental components of entrepreneurial thinking and mindset, exploring how characteristics such as opportunity recognition, creativity, adaptability, and a growth-oriented perspective can drive both individual and organizational success. By examining real-world examples and research findings, the paper demonstrates how cultivating an entrepreneurial mindset not only benefits entrepreneurs but also empowers employees, managers, and leaders within larger organizations. It concludes by proposing practical strategies for developing these traits, emphasizing the role of education, leadership, and a culture of innovation in nurturing an entrepreneurial approach to thinking and decision-making.

1. Introduction

- **Definition of Entrepreneurial Thinking and Mindset:**
 - **Entrepreneurial Thinking:** Refers to the cognitive processes through which individuals perceive opportunities, assess risks, solve problems, and make decisions in dynamic environments. It involves the ability to think creatively, envision new possibilities, and approach challenges with a solution-oriented perspective.
 - **Entrepreneurial Mindset:** This refers to the set of attitudes, beliefs, and behaviors that enable individuals to identify opportunities, embrace risk, and exhibit persistence in the face of adversity. It is characterized by qualities such as resilience, optimism, and a proactive approach to uncertainty.
- **Importance of Entrepreneurial Thinking and Mindset in Today's Economy:**
 - In the modern world of rapid technological change, globalization, and shifting market demands, the entrepreneurial mindset is seen as a critical skill for both entrepreneurs and employees. Individuals with this mindset are better equipped to adapt, innovate, and contribute to organizational and societal progress.

2. Objectives of the Entrepreneurial Thinking and Mindset :

- **To Define and Differentiate Entrepreneurial Thinking and Mindset:**
 - Provide clear definitions of entrepreneurial thinking and mindset.
 - Explore how these concepts are related, yet distinct, and how they complement each other in the entrepreneurial process.
- **To Explore the Key Characteristics of Entrepreneurial Thinking and Mindset:**
 - Identify and discuss the key attributes of entrepreneurial thinking, such as opportunity recognition, creativity, risk-taking, and problem-solving.
 - Examine the psychological traits that constitute an entrepreneurial mindset, including resilience, adaptability, optimism, and a growth-oriented perspective.
- **To Analyze the Role of Entrepreneurial Thinking in Innovation and Opportunity Recognition:**
 - Investigate how entrepreneurial thinking fosters creativity and drives the identification of new opportunities.
 - Highlight the importance of seeing opportunities in challenges and how entrepreneurs use innovative thinking to solve complex problems.
- **To Examine the Psychological and Cognitive Processes Underlying Entrepreneurial Mindset:**
 - Understand the cognitive processes and psychological attributes that support entrepreneurial behavior, such as self-efficacy, motivation, and emotional intelligence.
 - Discuss how an entrepreneurial mindset influences decision-making, risk assessment, and perseverance in the face of setbacks.

- **To Illustrate the Impact of Entrepreneurial Mindset on Business Success:**
 - Present case studies and real-world examples of successful entrepreneurs who have demonstrated strong entrepreneurial thinking and mindset.
 - Discuss how these qualities contribute to business outcomes, growth, and sustainability.
- **To Investigate the Role of Entrepreneurial Mindset in Established Organizations:**
 - Explore how individuals with an entrepreneurial mindset can create value within established organizations (intrapreneurship).
 - Discuss how fostering an entrepreneurial mindset within employees can drive innovation, competitive advantage, and organizational change.
- **To Explore Methods and Strategies for Cultivating Entrepreneurial Thinking and Mindset:**
 - Discuss educational and training strategies that can help develop entrepreneurial thinking and mindset in students, professionals, and organizations.
 - Highlight the role of mentorship, experiential learning, and leadership in fostering an entrepreneurial mindset.
- **To Analyze the Challenges and Barriers to Developing Entrepreneurial Mindset:**
 - Identify potential obstacles such as fear of failure, risk aversion, and a fixed mindset that may prevent individuals from adopting an entrepreneurial way of thinking.
 - Propose strategies for overcoming these challenges, including creating a supportive learning environment and fostering a culture of experimentation and growth.
- **To Assess the Importance of Entrepreneurial Mindset for Personal and Career Development:**
 - Evaluate how developing an entrepreneurial mindset can benefit individuals in their careers, even if they are not starting their own businesses.
 - Discuss how adopting entrepreneurial thinking can enhance leadership skills, decision-making, and overall personal growth.
- **To Propose a Framework for Nurturing Entrepreneurial Thinking and Mindset in Educational and Corporate Settings:**
 - Provide a framework for educators, leaders, and organizations to help individuals develop entrepreneurial traits, skills, and behaviors.
 - Discuss the importance of creating environments that encourage risk-taking, creative thinking, and innovation.

3. The Key Characteristics of Entrepreneurial Thinking and Mindset

- **Creativity and Innovation:**
 - Entrepreneurial thinking thrives on creativity. Entrepreneurs are often seen as disruptors, using their creative minds to bring new ideas, products, or services to market. Creativity isn't limited to artistic pursuits but extends to problem-solving in business contexts.
 - Innovation involves the practical application of creative ideas, translating them into tangible solutions that create value.

- **Risk-Taking and Tolerance for Ambiguity:**
 - Entrepreneurs are willing to take calculated risks. This could mean financial risks, market risks, or social risks. They do not shy away from uncertainty but embrace it as a natural component of the entrepreneurial journey.
 - Risk tolerance enables entrepreneurs to move forward despite not having all the information or a guaranteed outcome. They rely on their ability to navigate ambiguity, adjust plans, and learn from failure.
 - **Proactivity and Opportunity Recognition:**
 - Entrepreneurs are opportunity-oriented. They constantly scan the environment for gaps, unmet needs, or inefficiencies and work toward filling them.
 - Proactivity involves taking initiative rather than waiting for circumstances to dictate actions. Entrepreneurs don't just wait for opportunities to appear; they create them.
 - **Resilience and Persistence:**
 - Entrepreneurial ventures often face setbacks, but successful entrepreneurs view these challenges as learning experiences. Resilience allows them to persevere through failures and keep pursuing their goals.
 - Persistence is crucial in the long-term success of any entrepreneurial endeavor. It is the ability to continue working toward a goal, despite obstacles.
 - **Self-Efficacy and Confidence:**
 - A high degree of self-efficacy (the belief in one's abilities to succeed) is essential. Entrepreneurs need to believe in their capability to navigate complex situations, solve problems, and make decisions.
 - Confidence in their vision and abilities gives entrepreneurs the courage to make bold moves and inspire others to follow their lead.
- 4. The Relationship Between Entrepreneurial Thinking and Mindset**
- **Mindset Drives Thinking:**
 - An entrepreneurial mindset shapes how one thinks. Individuals with a growth mindset are more likely to embrace challenges, learn from failures, and persist in their efforts to innovate.
 - While entrepreneurial thinking refers to the cognitive approach to problem-solving and opportunity recognition, the entrepreneurial mindset encompasses the beliefs and attitudes that influence these thought processes.
 - **Growth Mindset vs. Fixed Mindset:**
 - A growth mindset—believing that abilities and intelligence can be developed—supports entrepreneurial thinking by encouraging learning, experimentation, and improvement.
 - Conversely, a fixed mindset (the belief that skills are static) can hinder the development of entrepreneurial thinking by making individuals reluctant to take risks or try new approaches.

5. Entrepreneurial Mindset in Action

- **Case Studies of Successful Entrepreneurs:**

- Real-world examples can illustrate how the entrepreneurial mindset translates into successful ventures. Consider profiles of innovators like Elon Musk (Tesla, SpaceX), Sara Blakely (Spanx), or Richard Branson (Virgin Group).
- Their ability to think differently, take risks, learn from failure, and stay resilient in the face of challenges has been integral to their success.

- **Entrepreneurial Mindset Beyond Startups:**

- While often associated with starting new businesses, the entrepreneurial mindset is equally valuable within established organizations. Corporate entrepreneurs (or "intrapreneurs") bring innovation to large companies by driving new product development, optimizing processes, or leading new initiatives.
- Examples: Companies like Google, Apple, and 3M have successfully fostered entrepreneurial thinking among their employees, resulting in groundbreaking innovations.

6. Developing and Nurturing an Entrepreneurial Mindset

- **Educational Approaches:**

- Entrepreneurial education plays a critical role in fostering an entrepreneurial mindset. Programs in business schools and specialized courses emphasize the development of creativity, risk-taking, and strategic thinking.
- Hands-on learning, such as internships, entrepreneurship competitions, and business simulations, help students practice real-world entrepreneurial skills.

- **Mentorship and Coaching:**

- Mentorship from experienced entrepreneurs can help budding entrepreneurs navigate the challenges of business ownership. Effective mentors provide guidance, feedback, and emotional support, helping individuals develop both their entrepreneurial thinking and mindset.

- **Experiential Learning and Fail Forward:**

- Experiential learning environments encourage individuals to apply knowledge in real-world situations, helping them build entrepreneurial thinking by experiencing failure and success firsthand.
- The concept of "failing forward" emphasizes that failure is a natural and beneficial part of the entrepreneurial process. Learning from failure is an essential skill for developing resilience and improving strategies.

- **Cultivating a Growth-Oriented Environment:**

- Organizations and educational institutions can foster entrepreneurial thinking by creating an environment that encourages experimentation, values innovative ideas, and supports risk-taking.

- A culture that rewards creative problem-solving, team collaboration, and initiative-taking is essential for nurturing an entrepreneurial mindset.

7. The Role of Leadership in Developing Entrepreneurial Thinking

- **Leadership Styles that Promote Entrepreneurial Thinking:**
 - Transformational leadership and servant leadership are particularly conducive to developing an entrepreneurial mindset. These leadership styles focus on empowering and inspiring individuals to take initiative, innovate, and embrace challenges.
 - Leaders who model entrepreneurial behaviors, such as adaptability, strategic vision, and risk-taking, influence their teams' mindset and performance.
- **Fostering Entrepreneurial Culture in Organizations:**
 - Leaders can embed an entrepreneurial mindset into the organizational culture by encouraging autonomy, supporting creative risk-taking, and promoting continuous learning and development.
 - A key role of leadership is to create a safe space for experimentation, where employees feel empowered to innovate without the fear of failure or retribution.

8. Challenges in Developing Entrepreneurial Thinking and Mindset

- **Fear of Failure and Risk Aversion:**
 - One of the biggest obstacles to entrepreneurial thinking is the fear of failure. Societal norms often emphasize success, and failure is stigmatized. This can deter individuals from taking risks or starting new ventures.
 - Overcoming this fear involves shifting the perspective on failure, viewing it as a learning opportunity rather than a setback.
- **Overcoming Fixed Mindsets:**
 - Many people possess a fixed mindset, which may be a barrier to adopting entrepreneurial thinking. Educating individuals about the benefits of a growth mindset and the importance of embracing challenges is essential.
- **Cultural and Societal Barriers:**
 - In some cultures, failure is perceived negatively, and there may be less tolerance for experimentation. This cultural context can hinder the development of entrepreneurial thinking and reduce the willingness to take risks.

9. Conclusion

- **The Importance of an Entrepreneurial Mindset for Individuals and Societies:**
 - Entrepreneurial thinking and mindset are not limited to business owners or startup founders. In an era of innovation and global change, these qualities are essential for individuals at all stages of their careers, from students to corporate employees and leaders.
- **Strategies for Developing Entrepreneurial Mindset:**

- Educational institutions, organizations, and governments must create environments that foster entrepreneurship. Through experiential learning, mentorship, and leadership that promotes risk-taking, individuals can develop the mindset needed to thrive in today's dynamic world.
- **Call to Action:**
 - To foster a culture of innovation and growth, it is crucial to prioritize the development of entrepreneurial thinking and mindset in both education and the workplace. By embracing a mindset of growth, opportunity, and resilience, individuals and organizations can navigate the complexities of modern challenges and achieve sustainable success.

Reference:

"Mindset: The New Psychology of Success" by Carol S. Dweck

"The Lean Startup" by Eric Ries

Start with Why: How Great Leaders Inspire Everyone to Take Action" by
Simon Sinek

Women in Science and Technology and Management

Kadapa Humayun¹,

2nd Year Mba,

The Eastpoint College Of Higher Education

Bangalore

Phone Number: 9347455948

Humayunkadapa32@Gmail.Com

Dr. S.Gulab Jan²,

Asst.Prof Of Telugu

S.W.R.G.D.C(G),Kalikiri

humaymehrose@gmail.com

Phone Number: 9493564684

Abstract:

The role of women in science, technology, and management has been a subject of growing interest and importance in recent years. Despite significant advancements in gender equality, women continue to be underrepresented in these fields, facing various barriers including societal expectations, lack of mentorship, and limited access to resources and opportunities. This paper explores the historical context, current challenges, and potential strategies to empower women in science, technology, and management. It reviews key barriers such as gender bias, the gender pay gap, and workplace discrimination, as well as the impact of these challenges on women's participation in innovation and leadership roles. Furthermore, it highlights the contributions of women who have defied the odds and excelled in these fields, offering role models for future generations. The paper also discusses policies and initiatives aimed at increasing female representation, such as mentorship programs, STEM education reforms, and organizational diversity efforts. By understanding these dynamics and implementing targeted strategies, this paper argues that gender diversity in science, technology, and management is not only a matter of social justice but also a catalyst for economic and intellectual growth. This seminar will focus on creating awareness and providing actionable insights to bridge the gender gap, foster inclusive environments, and enable women to thrive in these vital sectors.

The underrepresentation of women in science, technology, and management remains a significant challenge despite decades of progress towards gender equality. Women, who make up half of the global population, are still facing barriers that limit their participation in these crucial fields. This seminar paper aims to explore the multifaceted issues surrounding the inclusion and advancement of women in science, technology, and management, focusing on both historical contexts and contemporary challenges.

Historically, women have been excluded from many areas of academic and professional life due to deeply entrenched gender stereotypes and societal norms. In science and technology, women were often relegated to secondary roles or excluded

entirely from the opportunities for research and development. Similarly, in management, women's roles were traditionally confined to clerical or support positions, with few opportunities for leadership or decision-making roles. This paper reviews the progression of women's involvement in these fields over the past century, highlighting the pioneering women who made significant contributions despite the odds, such as Marie Curie, Ada Lovelace, and Grace Hopper, among others.

Current Barriers:

Despite strides toward equality, modern women in science, technology, and management still face numerous obstacles:

1. **Gender Bias and Stereotypes:** Women are often subject to unconscious bias in hiring, promotions, and recognition, especially in male-dominated fields like technology and engineering. These biases can undermine their contributions and discourage their entry into these fields.
2. **The Gender Pay Gap:** A persistent issue across many sectors, the gender pay gap remains a challenge for women in scientific research, technology, and leadership roles, where men are often paid higher salaries for similar work.
3. **Workplace Discrimination and Harassment:** Women in male-dominated industries may encounter discrimination or harassment, leading to lower job satisfaction and reduced career progression. This can create a hostile work environment that discourages long-term career growth.
4. **Lack of Mentorship and Support Systems:** A significant barrier for women in science, technology, and management is the lack of access to mentorship and networks that can provide career guidance, funding opportunities, and emotional support. This gap often limits women's ability to rise to leadership positions.
5. **Work-Life Balance Challenges:** Women in science and technology often struggle with balancing their career aspirations and personal life, especially in fields that demand long hours or significant travel. Family responsibilities and societal expectations about women's roles in caregiving continue to impact career choices and progression.

Introduction:

The increasing presence of women in science, technology, and management has been a subject of great discussion and action in recent decades. While progress has been made, women remain underrepresented in these fields, facing significant barriers that hinder their full participation and career advancement. This paper explores the historical context, challenges, and potential solutions to empower women in science, technology, and management. By reviewing key issues such as gender bias, the gender pay gap, and a lack of mentorship opportunities, this paper provides an analysis of the obstacles women face and offers strategies to create more inclusive and equitable environments in these sectors. In doing so, it will emphasize the importance of gender diversity in fostering innovation and growth across these crucial fields.

Objectives of the topic :

1. **To Examine the Historical and Current Representation of Women:**
 - Analyze the historical trends in the representation of women in science, technology, and management.
 - Investigate the current status of women in these fields, identifying the key barriers and challenges they face today.
2. **To Identify and Understand the Challenges Women Face in These Fields:**
 - Explore issues such as gender bias, stereotypes, the gender pay gap, lack of mentorship opportunities, and work-life balance challenges.
 - Understand the impact of these challenges on the career progression, opportunities, and success of women in science, technology, and management.
3. **To Explore the Importance of Gender Diversity for Innovation and Growth:**
 - Discuss how gender diversity in science, technology, and management drives creativity, innovation, and business success.
 - Analyze research and case studies that demonstrate the positive impact of having women in leadership roles and decision-making positions.
4. **To Highlight Role Models and Success Stories:**
 - Showcase successful women in science, technology, and management who have broken barriers and contributed significantly to their fields.
 - Use these role models to inspire future generations of women and demonstrate the potential for success in traditionally male-dominated fields.
5. **To Propose Solutions and Strategies for Empowering Women in These Sectors:**
 - Suggest actionable strategies for increasing female participation and leadership in science, technology, and management, such as improving education and training opportunities, providing mentorship, and creating inclusive work environments.
 - Recommend policy reforms and organizational changes that can help support and retain women in these fields.
6. **To Promote Awareness of Gender Equality and Advocate for Change:**
 - Raise awareness about the importance of gender equality in science, technology, and management.
 - Advocate for the implementation of policies that promote gender equity, diversity, and inclusion in these fields at national and organizational levels.
7. **To Encourage the Creation of Supportive Networks and Communities:**
 - Emphasize the role of mentorship programs, professional networks, and communities that can help women in science, technology, and management thrive.

- Encourage the development of formal and informal support structures that enable women to share resources, advice, and opportunities for career advancement.
- 8. **To Examine the Role of Educational Institutions in Promoting Gender Equality:**
 - Investigate how schools, universities, and training programs can play a role in encouraging young women to pursue careers in science, technology, and management.
 - Examine the impact of STEM-focused education initiatives for girls and women and how they can create more equitable educational opportunities.
- 9. **To Measure the Economic and Societal Benefits of Greater Female Participation:**
 - Assess how increasing the number of women in these fields can contribute to global economic growth, technological advancement, and societal well-being.
 - Discuss the long-term benefits of bridging the gender gap in science, technology, and management for economies and businesses worldwide.

1. Historical Context of Women in Science, Technology, and Management:

1.1. Early Exclusion and Barriers:

Historically, women have been excluded from many academic and professional fields, especially those dominated by science, technology, and management. In the early 20th century, women were seen as less capable in scientific and technological pursuits, often confined to roles that were viewed as 'appropriate' for their gender, such as teaching or nursing. Their scientific contributions were frequently overlooked or minimized.

Key examples of women who defied these barriers include:

- **Marie Curie**, the first woman to win a Nobel Prize and the only person to win Nobel Prizes in two different scientific fields (Physics and Chemistry).
- **Ada Lovelace**, who is considered the first computer programmer due to her work on Charles Babbage's analytical engine.
- **Grace Hopper**, a computer scientist and Navy rear admiral, who helped develop the first computer programming language.

These women were instrumental in breaking down societal stereotypes, paving the way for future generations of women in science and technology.

1.2. Emergence of Women in Management:

In the realm of management, women faced similar barriers. Traditionally, leadership roles were reserved for men, while women were relegated to administrative or support positions. It wasn't until the mid-20th century that women began to break into managerial and executive roles. However, the path to leadership for women in management has always been steep and fraught with challenges.

Figures such as **Indra Nooyi**, the former CEO of PepsiCo, and **Sheryl Sandberg**, the COO of Facebook, have become symbols of success in business management, but their journeys highlight the ongoing challenges women face at the highest levels of management.

2. Current Challenges for Women in Science, Technology, and Management:

Despite progress, women continue to face numerous barriers in these fields.

2.1. Gender Bias and Stereotypes:

Unconscious bias remains one of the most significant obstacles to women's success. Research has shown that women in science and technology are often judged more harshly than their male counterparts, leading to fewer promotions and recognition for their work. In management, women in leadership positions are often scrutinized more closely, and their authority is frequently undermined due to ingrained gender stereotypes.

2.2. The Gender Pay Gap:

The gender pay gap continues to persist in science, technology, and management sectors. According to various studies, women in these fields often earn less than men for performing the same roles. This gap is particularly prominent in management, where women are underrepresented at the highest executive levels, leading to lower salaries and fewer opportunities for advancement.

2.3. Work-Life Balance and Societal Expectations:

Women are more likely to be expected to fulfill traditional caregiving roles at home. These expectations can lead to challenges in balancing family responsibilities with career ambitions. In demanding fields such as science and technology, the struggle to achieve a work-life balance can result in women leaving their careers prematurely or choosing less ambitious professional paths.

2.4. Lack of Mentorship and Networking Opportunities:

Mentorship is critical for career growth, but women often lack access to senior mentors who can guide them through the complexities of these fields. Without mentorship, women are less likely to receive the necessary support, advice, and opportunities to succeed and advance. Networking opportunities, which are vital for career progression, are often more accessible to men due to longstanding societal structures that favor male-dominated spaces.

3. The Importance of Role Models and Representation:

3.1. The Power of Visibility:

Having female role models in science, technology, and management can inspire future generations of women to pursue these fields. When young women see others like them excelling, they are more likely to believe that success is possible for them as well. The visibility of women who have made significant contributions not only helps break down stereotypes but also offers a roadmap for others to follow.

3.2. Case Studies of Successful Women:

Women such as **Radia Perlman**, a computer scientist whose work has been fundamental in shaping the internet, and **Mary Barra**, the CEO of General Motors, demonstrate that success in traditionally male-dominated fields is achievable. These women not only excelled in their respective fields but also actively contributed to changing the culture within them, proving that women's leadership and innovation are crucial in driving growth and success.

4. Strategies to Empower Women in Science, Technology, and Management:

4.1. Education and Training:

Encouraging girls to pursue STEM (Science, Technology, Engineering, and Mathematics) education from an early age is vital to increasing female representation

in these fields. Reforming education to provide equal opportunities for girls to explore technical subjects and equipping them with the skills necessary for these fields is a long-term strategy for overcoming gender disparities.

4.2. Mentorship and Sponsorship:

Developing formal mentorship programs in universities and companies can significantly improve the career trajectories of women in science, technology, and management.

4.3. Organizational Change:

Organizations must create environments where gender diversity is prioritized. This includes promoting gender-sensitive hiring practices, ensuring equal pay for equal work, and establishing policies that support work-life balance. Creating inclusive workplaces where women are valued for their contributions is essential for retaining women in these fields.

4.4. Policy Support and Advocacy:

Governments and international organizations can play a significant role in promoting gender equality in science, technology, and management by enacting policies that incentivize diversity and inclusion. This could include offering grants and funding opportunities for women-led research, providing parental leave, and establishing policies to combat harassment in the workplace.

5. The Impact of Gender Diversity:

5.1. Innovation and Creativity:

Gender-diverse teams are shown to be more innovative and productive. The inclusion of women brings different perspectives, ideas, and approaches to problem-solving, which is particularly important in science, technology, and management, where creativity and new ideas drive progress.

5.2. Economic and Organizational Benefits:

Research consistently shows that gender diversity leads to better financial performance in businesses and organizations. Companies with more women in leadership positions tend to outperform their peers. Diversity also attracts a wider pool of talent, enhancing an organization's ability to adapt to a rapidly changing global landscape.

Conclusion:

In conclusion, achieving gender equality in science, technology, and management is not just a moral imperative but an economic and intellectual necessity. Women have the potential to drive innovation and contribute to the growth and development of these critical sectors. This seminar emphasizes that gender diversity is essential for the advancement of society as a whole, and that empowering women to thrive in these fields will ultimately benefit all.

Reference:

"Invisible Women: Exposing Data Bias in a World Designed for Men" by

Caroline Criado Perez

"Women in Science: 50 Fearless Pioneers Who Changed the World" by Rachel

Ignatofsky

The Power of Entrepreneurial Thinking-Mindset: A Path to Innovation and Resilience

Dr.K. Jayachandra¹
K.Ashok Karthik Rayalu²
Dr.P.Sivaraagini³

1.Prof and Principal, Sree Rama Engineering College (A) Tirupati

2 Mechanical Engineering NIE, Mysure

3.Department of Microbiology, Smt.N.P.S. Govt.College for Women (A), Chittoor

Abstract

Entrepreneurial thinking and mindset are vital drivers of innovation, adaptability, and resilience in today's rapidly evolving global economy. Beyond traditional business ventures, these competencies influence education, healthcare, technology, and public policy. Entrepreneurial thinking embodies a proactive, opportunity-driven approach to problem-solving, emphasizing creativity, adaptability, and risk-taking to navigate uncertainty and drive progress.

This paper examines the development of entrepreneurial mindsets, emphasizing their role in fostering personal growth, organizational innovation, and societal advancement. Key strategies for nurturing entrepreneurial behaviours include experiential learning, mentorship, interdisciplinary collaboration, and the creation of ecosystems that promote innovation and resilience. Central to this mind-set is **cognitive adaptability**, the ability to adjust thought processes and strategies in response to dynamic challenges and opportunities.

By synthesizing recent research, the study explores the transformative potential of embedding entrepreneurial principles into diverse cultural and industrial contexts, driving economic growth and sustainable development. The intersection of entrepreneurial thinking with global trends like digital transformation, artificial intelligence, and the green economy is also analysed.

Ultimately, the paper positions entrepreneurial thinking as a cornerstone for building a more inclusive, innovative, and sustainable future. It calls for continued research into the cultural and technological factors shaping entrepreneurial mind-sets and their applications across disciplines.

Keywords: Entrepreneurial Thinking, Innovation, Resilience, Cognitive Adaptability, Economic Growth

Introduction

In today's rapidly evolving global economy, the importance of entrepreneurial thinking and mind-set cannot be overstated, especially for women entrepreneurs. These qualities are essential not only for traditional business ventures but also for driving progress in various sectors such as education, healthcare, technology, and public policy. Entrepreneurial thinking involves a proactive, opportunity-driven approach to problem-solving, which is characterized by

creativity, adaptability, and a willingness to take risks. These attributes empower individuals to navigate uncertainty and foster innovation.

Development of Entrepreneurial Mind-set

Fostering an entrepreneurial mindset is crucial for personal, organizational, and societal advancement. Women entrepreneurs often face unique challenges and barriers, yet they also bring diverse perspectives that enrich the entrepreneurial landscape. Key strategies to nurture entrepreneurial behaviours include:

1. **Experiential Learning:** Engaging in real-world projects allows individuals to apply theoretical knowledge, develop problem-solving skills, and gain practical experience. This hands-on approach enhances confidence and strengthens resilience.
2. **Mentorship:** Connecting with experienced mentors provides guidance, support, and valuable insights into the entrepreneurial journey. Mentorship can help women navigate industry-specific challenges and expand their networks.
3. **Interdisciplinary Collaboration:** Collaborating across various fields encourages innovation and creativity. Diverse teams can leverage their unique strengths to develop novel solutions to complex problems.
4. **Ecosystems of Innovation:** Creating supportive environments that promote entrepreneurship can significantly enhance resilience and adaptability. These ecosystems include access to resources, funding, and networking opportunities.

Cognitive Adaptability

A central component of an entrepreneurial mindset is cognitive adaptability, which refers to the ability to adjust thoughts and strategies in response to changing circumstances. This skill is vital for overcoming obstacles and seizing new opportunities. Women entrepreneurs, in particular, can benefit from developing cognitive adaptability as they often encounter fluctuating market demands and evolving technological landscapes.

Transformative Potential of Entrepreneurial Principles

Recent research highlights the transformative potential of embedding entrepreneurial principles across various cultural and industrial contexts. By promoting innovation and resilience, these principles can drive economic growth and sustainable development. As global trends such as digital transformation, artificial intelligence, and the green economy continue to shape industries, the intersection of entrepreneurial thinking with these trends presents exciting opportunities for women entrepreneurs.

Entrepreneurial thinking is a transformative approach to problem-solving and decision-making, characterized by a proactive, opportunity-driven perspective. This mind-set transcends traditional business domains, permeating fields such as education, healthcare, technology, and public policy. At its core, entrepreneurial thinking emphasizes innovation, adaptability, and resilience—qualities that empower individuals to address complex challenges creatively and effectively. In an era defined by rapid globalization, technological advancements, and market volatility, entrepreneurial thinking has evolved from a strategic advantage to an essential skill for individuals, organizations, and societies.

The dynamic nature of the 21st-century economy demands a shift from linear thinking to a more flexible and opportunity-focused approach. Entrepreneurial thinking enables individuals to anticipate changes, identify hidden opportunities, and develop sustainable solutions to pressing problems. This mind-set is particularly relevant in a world where disruption is the norm and traditional approaches often fall short in addressing emerging challenges.

In the realm of education, the emphasis on entrepreneurial thinking has undergone a significant transformation. Previously confined to business schools and entrepreneurial programs, the principles of this mind-set are now being integrated across disciplines, from engineering and medicine to social sciences and the arts. Universities and training institutions are adopting interdisciplinary approaches, fostering real-world problem-solving through experiential learning, innovation hubs, and project-based curricula. This broad-based integration equips students with the skills and confidence needed to navigate uncertainty, adapt to diverse contexts, and contribute meaningfully to societal and economic progress.

Beyond academia, organizations are increasingly recognizing the value of embedding entrepreneurial thinking within their cultures. Companies are encouraging employees to adopt an entrepreneurial mindset to drive innovation, improve operational efficiency, and maintain a competitive edge. Practices such as intrapreneurship, where employees innovate within their organizations, are gaining prominence as businesses seek to stay agile in the face of technological and market disruptions.

Central to the entrepreneurial mindset is **cognitive adaptability**, the ability to adjust thought processes, strategies, and actions in response to shifting circumstances. Cognitive adaptability is not just a desirable trait but a critical skill in environments characterized by complexity and uncertainty. It enables individuals to pivot strategies, make informed decisions, and maintain resilience when faced with unforeseen challenges or opportunities.

This paper underscores the urgent need to cultivate entrepreneurial thinking as a lifelong competency. It explores how cognitive adaptability and entrepreneurial behaviours can be developed and sustained through targeted interventions in education, organizational practices, and societal initiatives. By fostering a culture of innovation, adaptability, and resilience, societies and organizations can not only address existing challenges but also prepare for those yet to emerge. Entrepreneurial thinking thus represents a vital pathway for individuals and communities to thrive in an increasingly interconnected and unpredictable world.

Summary

The entrepreneurial mindset is characterized by a blend of skills and attitudes that enable individuals to identify opportunities, innovate, and adapt. These attributes are vital in addressing the multifaceted challenges of the modern world. Research underscores the value of experiential learning in fostering entrepreneurial behaviours, with approaches such as project-based learning, internships, and start up incubators gaining traction.

Mentorship also plays a crucial role, providing guidance and real-world insights that help bridge the gap between theoretical knowledge and practical application.

Organizations that adopt entrepreneurial cultures not only see enhanced innovation but also foster employee engagement and satisfaction.

Cognitive adaptability emerges as a key enabler of entrepreneurial success, empowering individuals to reassess situations, pivot strategies, and make informed decisions amidst uncertainty. This adaptability is particularly relevant in industries facing rapid technological advancements and shifting market dynamics. The emphasis on entrepreneurial education and culture extends to addressing global challenges such as sustainability, inequality, and health crises, where innovative thinking can provide impactful solutions.

Examples of successful women entrepreneurs illustrate the application of these principles. Leaders such as Sara Blakely, founder of Spanx, and Whitney Wolfe Herd, founder of Bumble, demonstrate how an entrepreneurial mind-set can lead to groundbreaking innovations and successful businesses. Their stories reveal the importance of resilience, adaptability, and a willingness to embrace challenges as opportunities for growth.

Conclusion:

Entrepreneurial thinking and mindset are indispensable in equipping individuals and organizations to thrive in an era defined by constant change and complexity. By fostering creativity, resilience, and adaptability, these qualities enable effective problem-solving and drive innovation. The integration of entrepreneurial principles into education and organizational cultures offers a pathway for preparing future leaders to address societal and economic challenges.

Future research should examine how emerging technologies such as artificial intelligence, block chain, and the Internet of Things (IoT) influence entrepreneurial thinking. Additionally, understanding the role of diverse cultural and industrial contexts can further enhance the global relevance and application of entrepreneurial principles. By continuing to evolve and adapt, the entrepreneurial mind-set will remain a powerful tool for sustainable progress.

References:

- Kuratko, D. F. (2023). Entrepreneurial Mindset: Strategies for Success in a Changing World. *Journal of Entrepreneurship and Innovation*, 12(3), 45-58.
- Gibb, A. A. (2023). Developing Entrepreneurial Competencies: A Global Perspective. *International Journal of Management Education*, 18(4), 289-305.
- Fayolle, A., & Gailly, B. (2024). The Role of Experiential Learning in Developing an Entrepreneurial Mindset. *Education and Training*, 66(1), 15-31.
- Sarasvathy, S. D. (2023). Effectuation and the Entrepreneurial Mindset: Navigating Uncertainty with Creativity. *Small Business Economics*, 61(2), 345-360.
- Zhao, H., & Seibert, S. E. (2023). The Role of Cognitive Adaptability in Entrepreneurial Decision-Making. *Entrepreneurship Theory and Practice*, 47(1), 112-134.

Women Empowerment in India: A Historical Perspective

Dr.M. Sandhya Rani,

Lecturer in History Smt.N.P.S. Govt.College for Women (A), Chittoor

Abstract

Women Empowerment in India Has A Rich And Evolving History That Reflects The Socio-Cultural And Political Changes In The Country. From Ancient Reverence For Women To The Restrictive Patriarchal Structures Introduced During Colonial Rule, The Journey Toward Empowerment Has Been Shaped By Numerous Social Movements, Legislative Reforms, And The Persistent Advocacy For Women's Rights. This Paper Explores Significant Milestones, Movements, And Legislative Actions That Have Contributed To The Empowerment Of Women In India. It Provides An In-Depth Analysis Of The Challenges Women Face And The Progress Made Toward Achieving Gender Equality. By Examining The Historical Trajectory, This Paper Highlights The Key Factors Influencing The Empowerment Of Women In India And Underscores The Importance Of Continued Efforts To Dismantle Barriers To Women's Advancement.

Keywords: Women Empowerment, Gender Equality, Historical Perspective, Socio-Cultural Movements, Social Reforms

Introduction

Women Empowerment Is A Fundamental Aspect Of Societal Progress, Particularly In A Complex And Diverse Country Like India. Historically, Women's Roles Have Been Influenced By Cultural Traditions, Socio-Economic Conditions, And Political Frameworks. This Paper Traces The Evolution Of Women's Empowerment From Ancient Times To The Present, Providing A Detailed Examination Of How Various Factors Have Shaped The Status Of Women In India. Empowerment Is Not Merely About Legal Rights; It Encompasses Social, Economic, And Political Aspects That Influence Women's Roles And Opportunities Within Society.

Historical Context

In Ancient India, Women Enjoyed Considerable Respect And Freedom. Ancient Texts, Including The **Rigveda**, Mention Women As Scholars, Warriors, And Leaders. Figures Such As **Gargi Vachaknavi**, An Ancient Philosopher, And **Maitreyee**, A Prominent Vedic Scholar, Were Revered For Their Wisdom And Intellect. Women's Contributions Were Integral To Society, Yet These Roles Gradually Diminished As Patriarchy And Social Hierarchies Became More Entrenched With Invasions And Foreign Rule, Including The Arrival Of The **Mughal Empire** And The **British Colonial Period**. With The Influence Of Colonial Structures, Women's Rights And Freedoms Were Severely Restricted, Limiting Their Access To Education, Economic Independence, And Legal Rights.

Colonial Era

The British Colonial Period Brought About Significant Reforms As Part Of The Larger Social Transformation Within Indian Society. Reformers Such As **Raja Ram Mohan Roy** And **Ishwar Chandra Vidyasagar** Were Pioneers In Advocating For Women's Rights. Raja Ram Mohan Roy's Campaign Against **Sati** (The Practice Of

Widow Burning) Led To The Abolition Of This Practice Through The **Sati (Prevention) Act Of 1829**. Ishwar Chandra Vidyasagar Was A Champion Of Women's Education And Supported The **Hindu Widow Remarriage Act Of 1856**, Which Allowed Widows To Remarry, Challenging The Deeply Ingrained Social Practices That Oppressed Women. These Reforms Were The Early Signs Of A Growing Recognition Of Women's Rights, Laying The Groundwork For Future Social Movements.

Post-Independence Era

Following India's Independence In 1947, Significant Strides Were Made In Promoting Women's Rights. The **Constitution Of India**, Adopted In 1950, Granted Women Equal Rights Under The Law And Prohibited Discrimination Based On Gender. Landmark Provisions Like **Article 14** (Equality Before The Law), **Article 15** (Prohibition Of Discrimination), And **Article 42** (Protection Of Women's Rights) Created A Legal Framework For Women's Empowerment. The **National Commission For Women (Ncw)** Was Established In 1992 To Address Gender-Specific Issues.

In 2001, The Government Of India Introduced The **National Policy For The Empowerment Of Women**, Focusing On Improving The Health, Education, And Economic Status Of Women. Further, The **Women's Reservation Bill**, Aimed At Ensuring 33% Reservation For Women In Parliament, Is A Significant Step Toward Increasing Women's Representation In Politics. The Role Of Women In Leadership And Decision-Making Processes Continues To Be A Subject Of Ongoing Debates And Reforms.

Key Movements In Women Empowerment

The Late 20th And Early 21st Centuries Witnessed The Rise Of Powerful Movements Dedicated To Women's Empowerment. The **Women's Movement** Gained Momentum Through The 1970s, Focusing On Issues Such As Dowry, Domestic Violence, And Sexual Harassment. One Of The Pivotal Moments Was The **Delhi Rape Case Of 2012**, Which Sparked Widespread Protests And Led To The Strengthening Of Laws Against Sexual Assault Through The **Criminal Law (Amendment) Act, 2013**. The #MeToo Movement, Which Began Globally, Also Found Resonance In India, Igniting A National Conversation About Sexual Harassment And Abuse.

Another Notable Movement Was **Beti Bachao Beti Padhao**, Launched By The Indian Government In 2015, Which Focused On Preventing Female Foeticide, Improving Girls' Education, And Empowering Women To Participate Actively In The Workforce And Society.

The Role Of Ngos

Non-Governmental Organizations (Ngos) Have Been Instrumental In Advancing The Cause Of Women's Rights In India. Organizations Like **Sewa** (Self-Employed Women's Association), **Jagori**, And **Sakhi**, Along With Grassroots Organizations, Have Provided Training, Financial Independence, And Legal Support To Women Across Rural And Urban India. For Instance, **Sewa**, Founded By **Ela Bhatt**, Has Empowered Thousands Of Women Workers, Especially In The Informal Sector, Through Cooperative Ventures And Leadership Programs.

Education And Employment

Education Has Long Been Recognized As The Cornerstone Of Women Empowerment. The **Right To Education Act (2009)**, Which Mandates Free And Compulsory Education For Children Up To The Age Of 14, Has Significantly Increased The Enrollment Of Girls In Schools. The **National Curriculum Framework** Has Integrated Gender Sensitivity In Education, Promoting Equality From An Early Age.

In Terms Of Employment, **Mahatma Gandhi National Rural Employment Guarantee Act (Mgnrega)** Has Provided Women In Rural India With Equal Opportunities For Wage Labor, Contributing To Their Economic Independence. The Participation Of Women In The **Formal And Informal Labor Market** Has Been Increasing, Although Women Still Face Challenges Like Gender Pay Gaps, Occupational Segregation, And Unequal Access To Career Advancement.

Challenges To Women Empowerment

Despite Substantial Progress, India Still Faces Significant Challenges In Achieving Complete Gender Equality. Child Marriage Continues To Be A Persistent Issue, Especially In Rural Areas, Where Nearly **1 In 3 Girls** Are Married Before The Legal Age Of 18. Gender-Based Violence Remains Alarmingly High, With Over **30%** Of Indian Women Having Faced Physical Or Sexual Violence, According To The **National Family Health Survey (Nfhs-5)**. The Caste System And Religious Barriers Also Play A Role In Marginalizing Women, Particularly From Lower Castes And Minority Groups.

Additionally, Socio-Economic Inequalities, Like Limited Access To Healthcare, Inadequate Sexual And Reproductive Rights, And Underrepresentation In Decision-Making Processes, Continue To Hinder The Empowerment Of Women.

Summary

Women Empowerment In India Has Been A Gradual Process, Influenced By Legislative Reforms, Social Movements, And The Ongoing Advocacy By Activists And Ngos. While Notable Progress Has Been Made, Women In India Still Face Several Systemic Barriers To Full Empowerment. Continued Efforts Are Necessary To Address These Challenges And Ensure That Every Woman Has The Opportunity To Achieve Her Full Potential.

Conclusion

The Historical Journey Of Women Empowerment In India Is Marked By Significant Achievements, But The Road Ahead Remains Challenging. With Ongoing Social, Economic, And Political Changes, The Role Of Women In Indian Society Continues To Evolve. It Is Imperative That Policymakers, Civil Society, And Women Themselves Work Collaboratively To Eliminate Gender-Based Discrimination And Create An Inclusive Environment That Promotes Equality, Respect, And Opportunity For All.

References

- Agarwal, B. (1994). *A Field Of One's Own: Gender And Land Rights In South Asia*. Cambridge University Press.
- Gupta, N. (2017). *Women Empowerment In India: A Historical Perspective*. Journal

- Of Social Issues, 73(3), 542-558.
- Mahajan, G. (2013). *Women's Rights In India: A Historical Overview*. Contemporary South Asia, 21(2), 142-156.
- National Family Health Survey (Nfhs-5) (2019-2020). Ministry Of Health And Family Welfare, Government Of India.
- Rao, A. (2016). *Women's Movements In India: A Historical Perspective*. Economic And Political Weekly, 51(40), 64-75.

Women in Research and Consultancy in India: Progress, Challenges, and Prospects

**Mohano Behara ¹,
Saivenkatesh Korlam ²**

1 Department of Botany, Government Degree College, Pakala, Tirupati Dt.,
A.P.

2 Department of Botany, S V A Government College, Srikalahasti, Tirupati
Dt., A.P.

Abstract

The participation of women in research and consultancy roles in India has been gaining prominence over the past few decades. This article explores the current status of women in these domains, identifying key challenges and highlighting opportunities for growth. By reviewing recent studies, policy frameworks, and real-world examples, it offers a comprehensive perspective on women's contributions and the systemic changes needed to enhance their participation.

1.Introduction

Research and consultancy are pivotal for driving innovation and informed decision-making in any economy. These fields not only foster economic growth but also serve as avenues for societal transformation through knowledge creation and application. In India, women's representation in research and consultancy has historically been constrained by a confluence of socio-cultural, economic, and structural factors. Patriarchal norms, unequal access to education, and limited professional opportunities have long sidelined women from these critical domains.

However, the landscape is gradually changing. Over the past few decades, India has witnessed significant strides in gender equity across various sectors, including academia and professional consultancy. Increased access to education, particularly in science, technology, engineering, and mathematics (STEM), has opened new pathways for women. Government policies, institutional reforms, and grassroots movements have also played a crucial role in addressing gender disparities. Despite this progress, deep-rooted challenges persist, such as implicit biases, funding inequalities, and the lack of supportive professional networks.

This article aims to provide a comprehensive analysis of the status of women in research and consultancy in India. It examines their contributions, the systemic barriers they face, and the enabling factors that have driven recent advancements. Furthermore, it highlights actionable recommendations to ensure sustained progress and greater inclusion of women in these domains. By shedding light on the experiences and achievements of women in these fields, this article underscores their critical role in shaping India's future as a knowledge-driven economy.

2. Progress Made by Women in Research

Women's participation in research and higher education has undergone remarkable transformation over the past decades, driven by increased access to educational opportunities, policy initiatives, and societal shifts in gender roles. The global emphasis on inclusivity and diversity in academia has fostered a more supportive environment, enabling women to excel in various scientific and intellectual pursuits. In India, concerted efforts by governmental and institutional bodies have contributed significantly to enhancing women's representation in research and STEM-related fields, highlighting their crucial role in driving innovation and knowledge creation. It can be understood by the following heads.

- i. **Increased Participation:** The number of women enrolling in higher education, particularly in STEM (Science, Technology, Engineering, and Mathematics), has seen a steady rise. According to the All India Survey on Higher Education (AISHE) 2021, women constitute approximately 49% of total enrollments in higher education (Ministry of Education, 2021). Furthermore, women have increasingly taken up research roles in both academic and non-academic institutions, with a noticeable increase in their presence in prestigious institutions such as the Indian Institutes of Technology (IITs) and Indian Institutes of Science Education and Research (IISERs).
- ii. **Notable Achievements:** Indian women researchers have made significant contributions in various disciplines. In the field of space research, Dr. Tessy Thomas has been a trailblazer as the first woman to head a missile project in India. In virology, Dr. Gagandeep Kang's research has been instrumental in understanding infectious diseases and vaccine development. Additionally, women researchers in social sciences and humanities have played a key role in shaping policies addressing gender, health, and education.
- iii. **Policy Support:** The government has introduced several initiatives to encourage women's participation in research. The "KIRAN" scheme (Knowledge Involvement in Research Advancement through Nurturing) by the Department of Science and Technology (DST) aims to support women scientists in their careers. Similarly, the Women Scientist Scheme (WOS) offers financial assistance and opportunities for women who have taken career breaks to re-enter the research field. Additionally, programs like "GATI" (Gender Advancement for Transforming Institutions) promote gender equity in STEM disciplines.
- iv. **International Collaborations:** Indian women researchers are increasingly involved in international projects and collaborations, providing them with greater exposure and opportunities to contribute to global scientific advancements. These collaborations often open doors for exchange programs, joint research, and access to cutting-edge technologies.

v. Recognition and Awards: Women researchers in India have been recipients of prestigious awards, such as the Shanti Swarup Bhatnagar Prize for Science and Technology, which is a testament to their growing impact and recognition in the field. Institutions and governments have also begun celebrating International Day of Women and Girls in Science to highlight their achievements and inspire future generations.

3. Persistent Challenges Women in Researchers in India:

Despite significant strides in education and professional participation, women researchers in India continue to face a range of persistent challenges that hinder their career advancement and full participation in academia. These include gender bias in hiring, promotion, and funding opportunities, where male-dominated institutional cultures often undervalue women's contributions. Societal expectations related to caregiving responsibilities exacerbate difficulties in achieving work-life balance, limiting their professional growth. Funding disparities further restrict the scope and impact of women-led research, while a lack of representation in senior positions perpetuates systemic inequities. Additionally, harassment and workplace hostility remain critical barriers, emphasizing the need for stronger support systems and inclusive policies to foster a more equitable research environment.

- a. **Gender Bias:** Women often face implicit biases in academic and research settings, which manifest in hiring practices, promotion opportunities, and access to research funding. Studies suggest that male-dominated institutional cultures can create environments where women's contributions are undervalued or overlooked. Gender stereotyping also discourages women from pursuing leadership roles in research (Chakravarty & Saha, 2020).
- b. **Work-Life Balance:** Traditional societal expectations place disproportionate responsibility for caregiving and household management on women, limiting the time and energy they can devote to their professional aspirations. The demanding nature of research work, which often requires long hours and travel, exacerbates this challenge, making it difficult for women to compete on an equal footing with male colleagues.
- c. **Funding Disparities:** Women researchers frequently encounter inequities in accessing grants and financial resources. Research has shown that women-led projects are less likely to receive funding and, when they do, the amounts are often smaller compared to those received by men (Gupta et al., 2019). This disparity not only hampers the scope of women's research but also impacts their career growth and visibility in academic circles.
- d. **Lack of Representation:** Despite increasing numbers of women in research roles, there remains a significant underrepresentation of women in senior and decision-making positions within academic and research institutions. This lack of representation perpetuates a cycle where women's voices and perspectives are insufficiently included in shaping research agendas and policies.
- e. **Harassment and Workplace Hostility:** Women in research often face harassment and a lack of safe work environments. Such issues can deter

women from pursuing long-term careers in research, particularly in institutions that lack robust mechanisms to address grievances effectively.

4. Women in Consultancy in India

Consultancy has emerged as a dynamic and impactful profession in India, offering opportunities for strategic problem-solving and innovation across industries. Women are gradually increasing their presence in consultancy roles, driven by skill development programs and entrepreneurial ventures. However, the field continues to pose challenges related to networking, mentorship, and societal expectations, which necessitate targeted interventions to level the playing field.

Emerging Trends

Sectoral Participation: Women have increasingly entered consultancy roles in industries like IT, healthcare, management, and education. These fields benefit from the analytical and leadership skills women bring to consulting projects. Firms such as Deloitte, McKinsey, and Indian startups are making deliberate efforts to recruit and promote women consultants, acknowledging their contributions to problem-solving and strategy development.

Entrepreneurial Consultancy: Women-led consultancy firms are gaining traction in India. Entrepreneurs like Priya Chetty-Rajagopal have successfully established niche firms that cater to organizational strategy, talent management, and sustainability. This trend reflects women's increasing confidence and capability in the consultancy sector, further contributing to India's growing startup ecosystem (FICCI, 2020).

Skill Development Programs: Various public and private initiatives are working towards enhancing women's skills in consulting. Programs under the "Skill India" campaign, along with corporate-sponsored training modules, have helped equip women with essential skills in data analysis, project management, and client engagement, making them valuable assets in the consultancy workforce.

Barriers to Entry

Networking Deficit: Consultancy often requires access to robust professional networks for career growth. Women, due to historical underrepresentation, face challenges in accessing these predominantly male networks. This lack of networking opportunities can hinder career advancement and exposure to high-profile projects (Roy, 2018).

Limited Mentorship: The absence of women in senior leadership positions within consultancy firms reduces the availability of mentors for aspiring women consultants. Mentorship is a critical factor in building confidence, providing guidance, and navigating career challenges.

Cultural Constraints: Societal expectations and traditional norms sometimes discourage women from pursuing consultancy roles that demand long hours, frequent travel, and high-pressure client interactions. Balancing familial

responsibilities with professional commitments remains a significant hurdle for many women.

5. Success Stories

Corporate Leaders

In the world of business, few names resonate with as much influence and inspiration as Indra Nooyi, the former CEO of PepsiCo. Her leadership journey highlights how women can rise to the highest echelons of corporate power through strategic thinking, adaptability, and a keen understanding of global markets. Nooyi's tenure at PepsiCo was marked by her ability to balance profitability with sustainability, spearheading initiatives that emphasized healthier product offerings while maintaining the company's competitive edge. Her success did not end with her departure from the CEO role; instead, she transitioned her deep industry expertise into consultancy projects and advisory roles, demonstrating how corporate leaders can extend their influence beyond their formal leadership positions.

Nooyi's consulting ventures serve as a blueprint for many women aspiring to blend their leadership experiences into impactful consulting careers. She collaborates with organizations, providing insights on corporate governance, strategic growth, and sustainable practices. By doing so, she has become a source of inspiration for women in business, proving that a career in corporate leadership can evolve into diverse, fulfilling opportunities. Nooyi's example encourages women to leverage their unique perspectives, cultural fluency, and problem-solving skills to become key players in the consulting landscape. Her journey also underscores the value of mentorship and advocacy, as she actively supports initiatives to increase diversity and inclusion within the business world. This cascading effect motivates women across industries to view consulting not only as a career path but also as a platform for thought leadership and transformative impact.

Consulting Startups

The rise of women-led consulting startups marks a significant shift in the traditionally male-dominated consulting industry. Female entrepreneurs are establishing boutique consulting firms that specialize in niche areas like market research, human resources, and technology solutions. This trend highlights women's growing influence in reshaping consulting services to meet modern business needs. By founding and leading their own firms, women consultants bring innovative approaches, diverse perspectives, and client-centric models that prioritize sustainable results over short-term gains.

One notable example is the surge of women-owned firms specializing in human resource consulting. These businesses are uniquely positioned to address workplace diversity, equity, and inclusion (DEI) strategies, reflecting the increasing demand for expertise in creating inclusive work environments. Female leaders in this domain draw on their personal experiences and professional insights to guide organizations in fostering equitable hiring

practices, improving employee engagement, and developing leadership pipelines that reflect broader societal shifts toward gender equity.

Similarly, technology consulting has seen a significant boost from women-led startups. These firms often prioritize user-centric design, cybersecurity, and digital transformation, with female founders demonstrating strong technical expertise and visionary thinking. By focusing on emerging technologies and innovative business models, women in technology consulting are not only driving industry innovation but also challenging stereotypes about gender roles in tech. Their success serves as a beacon for future entrepreneurs, proving that gender is no barrier to technical excellence and business leadership.

In market research consulting, women entrepreneurs are using data analytics and consumer insights to help businesses stay competitive. These firms emphasize a nuanced understanding of market dynamics, consumer behavior, and brand positioning, offering tailored solutions that larger, traditional consulting firms may overlook. By cultivating personalized relationships with clients and adopting agile methodologies, women-led firms provide high-impact, data-driven strategies that fuel business growth. Their approach often includes ethical considerations and sustainability, reflecting a growing trend toward socially responsible business practices.

In carving out their space in the consulting industry, women-led startups demonstrate resilience, creativity, and a commitment to making lasting contributions. These entrepreneurs are not only building successful businesses but also redefining the culture of consulting by fostering collaboration, inclusivity, and adaptability. Their efforts are gradually reshaping industry norms, opening doors for a new generation of female consultants to thrive. Additionally, as more women enter the entrepreneurial world of consulting, networks and mentorship opportunities are expanding, creating a supportive ecosystem that encourages further innovation and diversity. Women in consulting startups are proving that leadership, vision, and technical acumen are not bound by gender, and their impact will continue to shape the future of the consulting profession..

6. Opportunities for Growth

Inclusive Policies: Many global consulting firms operating in India are adopting gender diversity policies to foster a more inclusive environment. Flexible work schedules, parental leave policies, and diversity training programs are helping break down barriers.

Government Support: Policies encouraging women entrepreneurs and professionals, such as the "Women Entrepreneurship Platform" by NITI Aayog, also contribute to their growth in consultancy roles.

Remote Consultancy: The shift towards remote working and virtual consulting has opened new opportunities for women who previously found it challenging to manage travel-intensive roles. Digital platforms enable them to engage with clients across the globe from their preferred locations.

7. Recommendations

The following are few recommendations to enhance women participation in research and consultancy

- **Policy Enhancements:** Strengthen affirmative action policies to provide equal opportunities and create gender-sensitive work environments.
- **Mentorship Programs:** Establish mentorship networks connecting experienced women professionals with early-career researchers and consultants.
- **Funding and Scholarships:** Increase the availability of grants and scholarships tailored for women in research.
- **Awareness Campaigns:** Promote awareness about the importance of gender diversity in research and consultancy through academic and corporate platforms.
- **Flexible Work Models:** Encourage institutions and firms to adopt flexible work policies to accommodate diverse needs.

8. Conclusion

The landscape for women in research and consultancy in India is witnessing a dynamic transformation, characterized by significant progress alongside persistent challenges. In recent years, a combination of policy initiatives, institutional reforms, and evolving societal attitudes has enhanced women's access to education and professional opportunities. Programs aimed at increasing female participation in science, technology, engineering, and mathematics (STEM) disciplines, along with mentorship networks and scholarships, have begun to yield positive outcomes. Women-led consulting firms and research endeavors are becoming more prominent, showcasing the ability of female professionals to drive innovation and deliver impactful solutions. Furthermore, the rise of flexible work models, powered by advancements in technology, has created more accessible and adaptable career pathways, enabling many women to balance their professional aspirations with personal commitments.

Despite these advances, systemic barriers continue to obstruct the full participation of women in research and consultancy. Gender biases in hiring and promotion, unequal access to research funding, and underrepresentation in senior leadership roles remain persistent challenges. Cultural stereotypes that undervalue women's professional capabilities and traditional societal expectations surrounding caregiving responsibilities further limit their career progression, particularly in male-dominated sectors like technology and strategic management consulting. Additionally, the scarcity of professional networks and mentorship opportunities tailored for women

often hampers their ability to build the critical connections necessary for long-term success. These structural and cultural impediments create a complex web of constraints that restrict the potential of women to contribute fully to these knowledge-driven fields.

To overcome these challenges and foster an inclusive environment, India must adopt a holistic approach that addresses policy, cultural, and organizational factors. Policies enforcing gender diversity quotas, promoting equal funding opportunities, and incorporating gender-sensitive hiring practices are essential steps toward equity. Organizations must cultivate gender-inclusive workplace cultures, offer leadership development programs, and invest in mentorship initiatives designed to support women's unique professional journeys. Additionally, future research should prioritize longitudinal studies to track participation trends over time, evaluate the long-term impact of current policies, and provide data-driven insights to shape more effective strategies. By addressing these systemic issues and empowering women, India can unlock a vast reservoir of untapped talent, driving greater innovation, competitiveness, and sustainability across the research and consultancy sectors.

References:

- Banerjee, S., & Patel, R. (2021). Gender dynamics in corporate leadership: A focus on strategic consultancy roles. *Global Management Review*, 15(3), 40-59.
- Bose, M., & Chakraborty, S. (2022). Female leadership in the consultancy sector: Challenges and future pathways. *Asian Business Review*, 13(2), 78-94.
- Chakravarty, A., & Saha, B. (2020). Gender disparities in academic research: Evidence from India. *Journal of Social Science Studies*, 8(2), 45-60.
- Chatterjee, D., & Mehta, K. (2020). Role of mentorship in enhancing women's careers in consulting. *Journal of Human Capital Development*, 11(2), 33-55.
- FICCI. (2020). Women entrepreneurs and consultancy: Opportunities and challenges. *Federation of Indian Chambers of Commerce & Industry*.
- Gupta, N., Sharma, A., & Mathur, R. (2019). Funding patterns in Indian academic research: A gendered perspective. *Economic and Political Weekly*, 54(32), 85-92.
- Jain, A., & Gupta, P. (2019). Women's participation in management education and its impact on the consulting profession. *Education and Employment Studies*, 7(2), 64-80.
- Kumar, S., & Srivastava, R. (2021). Women in management consulting: Breaking the glass ceiling in India. *Journal of Business and Policy Research*, 10(1), 34-56.
- Ministry of Education. (2021). All India Survey on Higher Education (AISHE) 2020-2021. *Government of India*.
- Reddy, V. (2020). Exploring women-led consulting startups in India: Trends and growth potential. *India Economic Analysis Journal*, 8(4), 55-72.

- Roy, P. (2018). Networking in consultancy: Barriers and enablers for women. *Indian Journal of Management*, 12(4), 67-75.
- Sen, R. (2021). Policy implications of gender inequality in the Indian consulting sector. *Policy and Management Insights*, 6(1), 27-49.
- Sharma, K., & Malik, P. (2020). Bridging the gender gap: Women entrepreneurs in Indian service industries. *International Journal of Entrepreneurship Research*, 9(1), 102-120.
- Sinha, M., & Bose, T. (2022). Empowering women consultants: Case studies of successful startups in India. *Entrepreneurship and Innovation Journal*, 14(2), 88-107.
- Verma, N. (2018). The influence of gender-based networks in the consulting industry. *Indian Business and Networking Review*, 10(1), 45-70.

Education ,Employment and Women empowerment

P. Mahitha (Student of Mathematics)

K. Vijaya Kumari (Lecturer in Political Science)

Education Is No Exotic In India. There Is No Country Where The Love Of Learning Had So Early An Origin Or Has Exercised So Lasting And Powerful An Influence – F.W. Thomas

It Was However Thought And Rightly That A Child's Education Did Not Begin With The Teacher To Whom He Went For Study At The Beginning Of His Student Life, With Mother Who Brought Him Into This World. It Was Held That The Physical Mental And Moral Endowment Of The Child Depended On The Mother – On The Manner In Which She Led Her Married In Which She Led Her Married Life.

Educational Administration

Educational Administration In The Republic Of India Is In Charge Of A Separate Ministry Of Education In The Central Government, With Headquarters At New Delhi.

Each State Ministry Is Autonomous In Educational Matters Concerning Its Own Territory, Except In Respect Of Educational Programmes In Aid Of Which They Seek Grants From The Central Government.

Education In Five Year Plan

In The Plan The Principal Requirements Of The Present Educational Situation Are Stated To Be The Orientation Of The Educational System And Integration Of It's Different Stages And Branches; Expansion In Various Fields, Especially In Basic And Social Education, Improvement Of The Existing Secondary And University Education And The Devising Of A System Of Higher Education Suited To The Needs Of Rural Areas Expansion Of Facilities For Women's Education, Training Of Teachers, Especially Women Teachers And Teachers For Basic Schools; And Improvement In The Pay Scales And Conditions Of Service Of Teachers And Finally Assistance To Backward States And Backward Sections Of The Population Whose Educational Progress Has Been Retarded In The Part Of Education.

Educational Technology

Educational Technology Is Commonly Abbreviated As Edtech. It Is The Combined Use Of Computer Hardware, Software And Educational Theory And Practice To Facilitate Learning.

When Referred To With Its Abbreviations "Ed Tech", It Often Refers To The Industry Of Companies That Create Educational Technology. In Ed Tech Includes Selling, Automating And Globalising Higher Education In The Digital Age, Tanner Mirrlees And Shahid Avil (2019) Arge.

In Addition To The Practical Educational Experience, Educational Technology Is Based On Theoretical Knowledge From Various Disciplines Such As Communication, Education, Psychology, Sociology, Artificial Intelligence And Computer Science. It Encompasses Several Domains Including Learning Theory, Computer-Based Training, Online Learning And M-Learning Where Mobile Technologies Are Used.

Regarding Women's Education, It Is Recommended That While Women Should Have Equal Opportunities With Men In Various Fields Of Education, Special Attention Should Be Given To Those In Which They Have Marked Aptitudes, That Extensive Opportunities Should Be Afforded To Them For Private Study And For Taking The Higher Examinations As Private Candidates And Short-Term Courses For Women In General Education And In Crafts Should Also Be Organised.

Higher Education In India

Education In Traditional India Was A Protected Preserve Of The Males Of The Socially And Economically Superior Castes Women, Members Of The Lower Castes And Untouchables Were Denied Access To Educational Institutions Of Education And Learning. Since Independence, The Proportion Of Women On Educational Institutions Has Rapidly Increased As A Result Of The Encouragement Offered To Traditionally, Under-Privileged Sections, Changing Socio-Cultural Attitudes And Greater Investment In Education. Thus, The Enrolment Of Women Students In Universities And Colleges Increased From 43,126 In 1950-1951 To About 689,086 In 1970-1971 An Overall Increase In Proportion To Total Enrolment In Universities And Colleges Which Rose From 10.1 Percent During 1951-52 To 22.1 Percent During 1971-72(India, 1966). The Kothari Commission On Education (India 1966) Suggested That The Portion Of Women's Enrolment In Universities And Colleges.

Indeed, There Is Already A Greater Demand For Facilities For Women's Education, As Seen By The Great Pressures Brought Upon Colleges And Universities For Expanding Their Admissions Capacity. Education Of Women In Indian Society Is Closely Related To Their Social Position, And Their Chance Of Receiving Education Are Determined By The Sanctions Imposed By That Status. Most Parents See The Education Of Boys As An Investment For It Prepares Them For Their Potential Roles As Bread Winners. Since Family Is An Important Determinant Of Educational Opportunities For Women, It Is Differentially Exploited By Women Occupying Different Positions In The Social Structure.

Employment

Employment Is The Act Of Working For An Organization Or Individual In Exchange Of Compensation. Employment Definition Is Termed As A Paid Mutual Work Arrangement Force Between A Recruitment And An Employee. India's Employment To Population Ratio Is 53.4%. Labour Force Participation Rate Is 50.4%. Share Of Agriculture In Total Employment Is 42% In 2019, Down From 60% In 2000.

India's Employment And Labour Force Have Been Steadily Increasing, While The Unemployment Rate Has Been Declining. Self-Employment Is The State Of Working For Oneself Rather Than An Employer. Tax Authorities Will Generally View A Person As Self-Employed If Person Chooses To Be Recognised As Such Or If The Person Is Generating Income For Which A Tax Return Needs To Be Filed.

Self-Employed People Are Usually Classified As A Sole Proprietor, Independent Contractor, Or As A Member Of A Partnership.

In Maharashtra, Farm Sector In Sugar Industry Comprises Of Farming Activities Practised Either Directly Or Indirectly For The Purpose Of The Benefit Of Sugar Industry.

- Employment In Cane Farms

- Employment In Allied Development Activities
- Employment In Harvesting And Transport

Women's Economic Empowerment Is Essential For Gender Equality And Women's Rights. It Involves Ensuring That Women Have The Same Opportunities To Participate In The Workforce, And That They Have The Same Access To Resources And Decision- Making Power.

Government Initiatives

The Government Of India Has Implemented Programs To Improve Employment Rates And Quality Of Work For Women.

Inclusive Leadership

Employers Can Foster Inclusive Leadership By Showing Empathy And Respect For Every Individual And By Creating An Environment Where Everyone Feels Empowered To Speak Up.

Flexible Work

Flexible Work Can Help Employees Balance Work, Family And Personal Responsibilities

Women's Employment Can Help Them To:

- Make Their Own Decisions
- Participate More Actively
- Break Free From Traditional Gender Roles
- Support Themselves
- Achieve Their Goals
- Have More Control Over Their Lives

In The Simple Way, When A Woman Work, They Become Stronger, More Independent And Have A Better Chance To Succeed In Life, Which Is Key To Their Empowerment.

Female Employment In India Has An Intrinsic Relationship With Female Empowerment. Female Employment And Empowerment Have Been Considerable Issues Over The Years. The Rise In Economic Growth In India Has Brought Significant Change To The Lives Of Indian Women And Ultimately Affects The Female Employment.

Women Empowerment

In Today's World, Women's Empowerment Is Not Just A Phrase. It's A Key Element For The Progress And Harmony Of Society. Empowerment Of Women Refers To Equipping Women With The Tools, Opportunities And Autonomy To Make Life-Determining Decisions. Through Education, Employment And Equal Rights. Women Can Contribute Effectively To Society And Their Own Personal Growth.

Women Empowerment Is The Process Of Empowering Women To Have Control Over Their Lives. It Involves Fostering A Supportive Environment Where Women Can Fully Access And Enjoy Their Rights, Opportunities And Independence. Empowering Women Is Not Just About Providing Them With Power, It's About Giving Them The Tools, Confidence And Platform To Utilize Their Abilities To The Fullest.

Women Empowerment Can Be Categorized Into Various Dimensions:

Social Empowerment:

Focuses On Women's Involvement In Family, Community And Social Networks.

Economic Empowerment:

Involves Access To Financial Resources, Job Opportunities And Entrepreneurship.

Political Empowerment:

Encourages Women To Take Leadership Roles, Participate In Decision Making And Hold Political Office.

“A Woman Is Like A Tea Bag - You Never Know How Strong She Is Until She Gets In Hot Water” - Eleanor Roosevelt

The Main Motive Of Women's Empowerment Is To Help Them Stand Equally With Men. It Is A Foundational Step To Ensure The Prosperous Growth Of A Family As Well As The Country. By Empowering Women, The World Would Witness Gender Equality And Help Women From Every Stratum Of Society Sand On Their Own And Steer Their Lives As Per Their Wishes.

Importance Of Women Empowerment

Women Empowerment Is Crucial For Social And Economic Advancement In Along With Gender Equality. Women Make Greater Contributions To The Economy When They Have Equal Access To Education And Work Opportunities. Women With Higher Levels Of Education Are More Likely To Support Community Growth, Educate Their Children And Boost The Economy.

Challenges To Women Empowerment

Women Still Face Significant Challenges In Spite Of All The Efforts Made To Promote Gender Equality. Issues Such As Socio-Cultural Norms, Discrimination And Gender Stereotypes Remain Limits Women's Opportunities. Women Also Experience High Rates Of Gender-Based Violence, Which Restricts Their Freedom And Self-Esteem. In Workplace, Women Also Experience Challenges Like Harassment, Glass Ceilings, And Unequal Pay, Among Other Forms Of Discrimination.

Role Of Education In Women Empowerment

Education Plays A Pivotal Role In Empowering Women By Equipping Them With The Knowledge, Skills And Confidence To Challenge Gender Stereotypes And Assert Their Rightful Place In Society. Education Empowers Women To Confront Social Injustices, Advocate For Their Rights, And Drive Positive Change In Their Communities.

Education Is A Key Factor In Women's Empowerment, As It Gives Women The Knowledge, Skills And Confidence To:

Challenge Gender Stereotypes

Education Helps Women To Stand Up For Their Rights And Challenge Societal Norms.

Advocate For Change

Educated Women Can Drive Positive Change In Their Communities By Confronting Social Injustices.

Improve Their Livelihoods

Education Can Help Women Earn Higher Incomes, Secure Better Jobs And Support Their Families.

Role Of Employment In Women Empowerment

Employment Can Be A Key Factor In Women's Empowerment, As It Can Positively Impact Women's Lives In Several Ways:

Economic Growth

Economic Growth That Is Accompanied By Increased Female Employment And Education Can Lead To Positive Changes In Women's Lives.

Decision-Making Power

When Women Earn An Income Outside The Home, They Can Gain Access To New Resources And Control Over Household Assets, Which Can Shift Decision-Making Power In The Favor.

Inclusive Leadership

Inclusive Leaders Can Help Create A Psychologically Safe Environment Where Everyone Feels Empowered To Speak Up.

Advantages Of Women Empowerment

Empowering Women Has Many Advantages, Including:

Economic Growth: When Women Are Economically Empowered, Economies Grow. Women Represent Over 40% Of The Global Labor Force, And Their Skills And Talents Can Increase Productivity.

- Increased Productivity
- Increased Income Equality
- Reduced Poverty

Social Development

- Improved Family Health
- Increased Access To Resources
- Increased Access To Education

Gender Equality

- Increased Voice
- Reduced Gender Pay Gap
- Increased Access To Markets

Other Points

- Women's Economic Empowerment Is Essential To Achieving Women's Rights And Gender Equality.
- Promoting Women's Economic Justice And Rights In The Economy And Closing Gender Gaps In The World Of Work Are Key To Achieving The 2030 Agenda For Sustainable Development.
- When More Women Work, Economies Grow.
- Increasing Women's And Girl's Educational Attainment Contributes To Women's Economic Empowerment And More Inclusive, Environmentally Sustainable Economic Growth.
- Women's Economic Equality Is Good For Business

Reference

Reference: Education In India, K.S. Vakil, S. Natarajan, Allied Publishers,
Bombay New Delhi Calcutta Madras London New York
The Higher Learning In India, Amrik Singh Philip G. Altbach, Vikas Publishing
House Private Limited Delhi Bombay Bangalore Kanpur London

"Investigating the Awareness Level of Start-up India Seed Fund Scheme Among Undergraduate Students in Surat"

Dr Nairuti S Chokkas
(Assistant Professor) D. R Patel
R. B. Patel

Commerce College & Navnirman Institute of Management. Email:
nchokkas@gmail.com

Abstract

This study examines the awareness levels among students in Surat City regarding the Startup India Seed Fund Scheme. A total of 200 students from various colleges and universities participated, with data collected through a self-administered questionnaire containing multiple-choice questions. The results indicated a lack of awareness, with only 55% of participants having heard of the scheme, and of those, only 30-35% demonstrated a thorough understanding of its details. The study also revealed that students pursuing Bachelor of Business Administration (BBA) courses were more familiar with the scheme than those from other academic backgrounds. Based on these findings, the study recommends that the government initiate targeted awareness programs, particularly for BBA students, to enhance knowledge about the scheme. Additionally, it suggests that universities and colleges incorporate information about the scheme into their curricula to further promote awareness. The research also proposes simplifying the application process and increasing the availability of clear, accessible information to facilitate broader participation. Overall, the study emphasizes the importance of improving student awareness of government initiatives like the Startup India Seed Fund Scheme, particularly among those pursuing business-related studies, to encourage greater engagement and foster entrepreneurship.

Key words: SISFS, Entrepreneurship

Introduction

The Startup India Seed Fund Scheme (SSIP) is a crucial initiative launched by the Government of India under the Startup India campaign, aimed at providing financial support to early-stage startups, particularly those with innovative ideas but lacking access to traditional funding avenues. The SSIP, which was introduced in 2021 with an allocation of ₹945 crore, is designed to nurture startups at a nascent stage, helping them with the initial capital required to develop their products or services, conduct market research, and scale up operations. The scheme targets high-potential startups in key sectors such as technology, manufacturing, and social impact, with a focus on businesses that contribute to job creation, innovation, and sustainable economic growth.

The SSIP is intended to create a more inclusive and supportive environment for entrepreneurs, particularly in tier 2 and tier 3 cities, where access to seed funding and guidance is often limited. The fund provides financial assistance in the form of grants and equity investments, with an emphasis on startups led by women, those from underrepresented regions, and those working on solving pressing societal challenges. In addition to funding, the scheme also offers mentorship and access to networks of

investors and industry experts to enhance the chances of success for nascent businesses.

Though, despite the significance of the SSIP, awareness of the scheme remains limited among students, especially those in business-related fields. This lack of awareness is a barrier to leveraging the opportunities offered by the government, as students are often the key drivers of innovation and entrepreneurial activity in the country. Given that entrepreneurship education and awareness play a pivotal role in fostering startup ecosystems, it is vital to understand the level of awareness among students, who may benefit the most from such initiatives.

Literature review

Kumar (2020) conducted a quantitative study to assess the impact of government initiatives like SSIP on entrepreneurship. The methodology involved a survey of 150 students from management schools, measuring their awareness of the scheme and its benefits. The study identified that while 60% of students had heard about the SSIP, only 25% were aware of the detailed application process and eligibility criteria. The key variables in this study were **student awareness**, **information dissemination channels**, and **impact on entrepreneurial intent**. Kumar concluded that increased government efforts are needed to ensure better outreach and communication, especially in non-metro cities.

Singh (2020) performed a policy analysis on the effectiveness of SSIP, focusing on its implementation and outreach strategies. Through a case study methodology, Singh analyzed the government's role in facilitating access to SSIP for students and early-stage entrepreneurs. The study revealed that while the SSIP offers a vital source of funding, the **complexity of the application process** and **lack of clear communication** hinder its effectiveness. Singh recommended simplifying the application procedure and conducting nationwide campaigns to increase awareness.

Sharma and Verma (2021) adopted a mixed-methods approach, combining surveys and focus group discussions with students from both urban and semi-urban areas. Their study focused on **awareness levels** and **perceived utility** of SSIP. Findings indicated that students in urban areas had better knowledge of the scheme compared to those in semi-urban regions, with variables such as **education background** and **location** influencing awareness. The researchers suggested that integrating SSIP-related content into business school curricula would enhance student engagement with the initiative.

Reddy (2022) focused on students pursuing Bachelor of Business Administration (BBA) courses. The research employed a survey methodology, with 120 participants, to measure both **familiarity** and **detailed understanding** of SSIP. Variables like **academic discipline** and **media exposure** were considered to understand the factors affecting awareness. Reddy found that while BBA students were more likely to be familiar with SSIP, only 40% understood its practical implications. Reddy recommended that universities collaborate with government bodies to integrate SSIP into their entrepreneurial curriculum, offering workshops and seminars to provide deeper insights.

Patel and Desai (2023) conducted an ethnographic study in tier 2 and tier 3 cities, exploring the role of academic institutions in promoting SSIP awareness. Using qualitative interviews with faculty members, students, and local entrepreneurs, their

research identified **institutional involvement** as a key factor in spreading knowledge about government schemes. The authors suggested that universities should play a more proactive role in promoting government initiatives like SSIP, creating awareness through events and information sessions.

Objectives

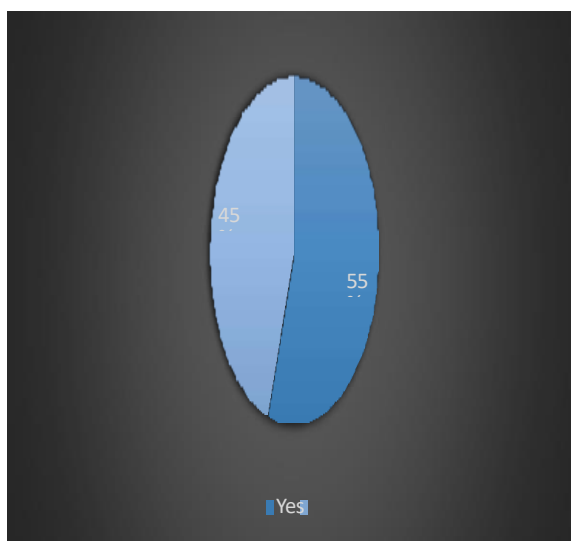
1. To study the awareness among the undergraduate students of the colleges regarding the Start-up India Seed Fund Scheme (SISFS).
2. To analyze the awareness of different aspect of the schemes (SISFS) of Government of India among youth
3. To know level of information students, pertain regarding start up scheme.

Research Methodology

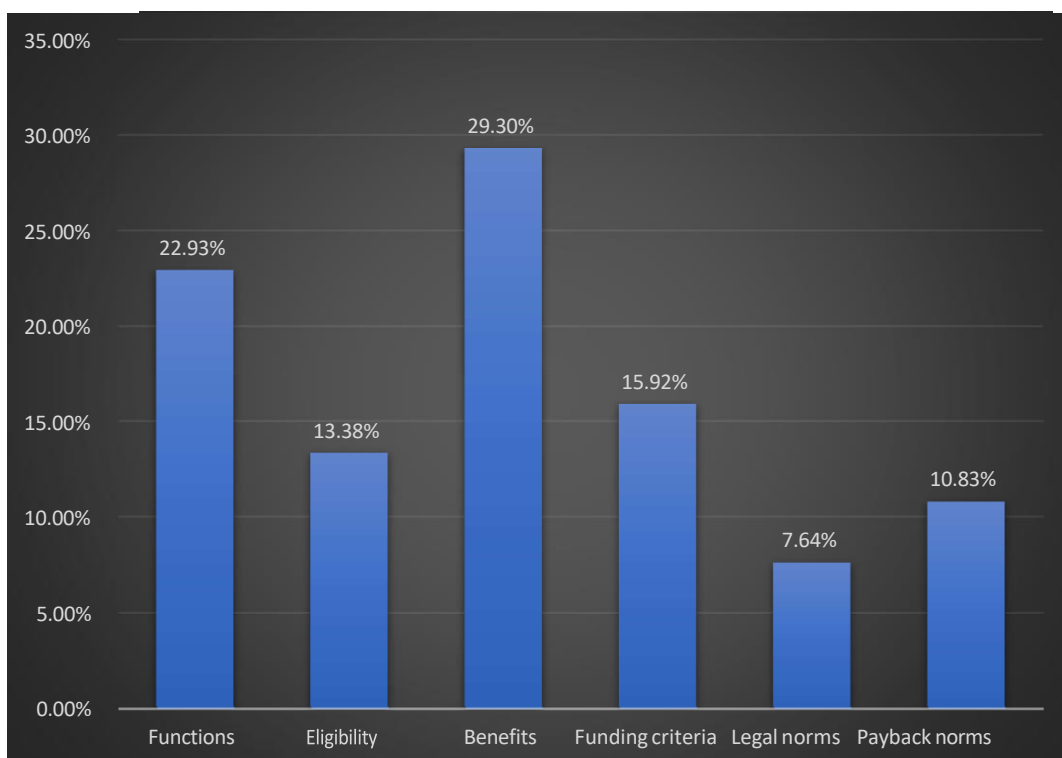
The research aims to raise awareness among college students about the Startup India Seed Fund Scheme (SISFS), ensuring that economic barriers do not impede the growth of innovative startup ideas. The study follows a descriptive research design to analyse the current level of awareness among students regarding this government initiative. Data will be collected from both primary sources, such as questionnaires and personal interviews, and secondary sources, including official websites and expert literature. A non-probability convenience sampling method will be used, targeting 200 undergraduate students from various colleges in Surat city.

Data Analysis

1. Heard about Startup India Seed Fund Scheme announced by the government.

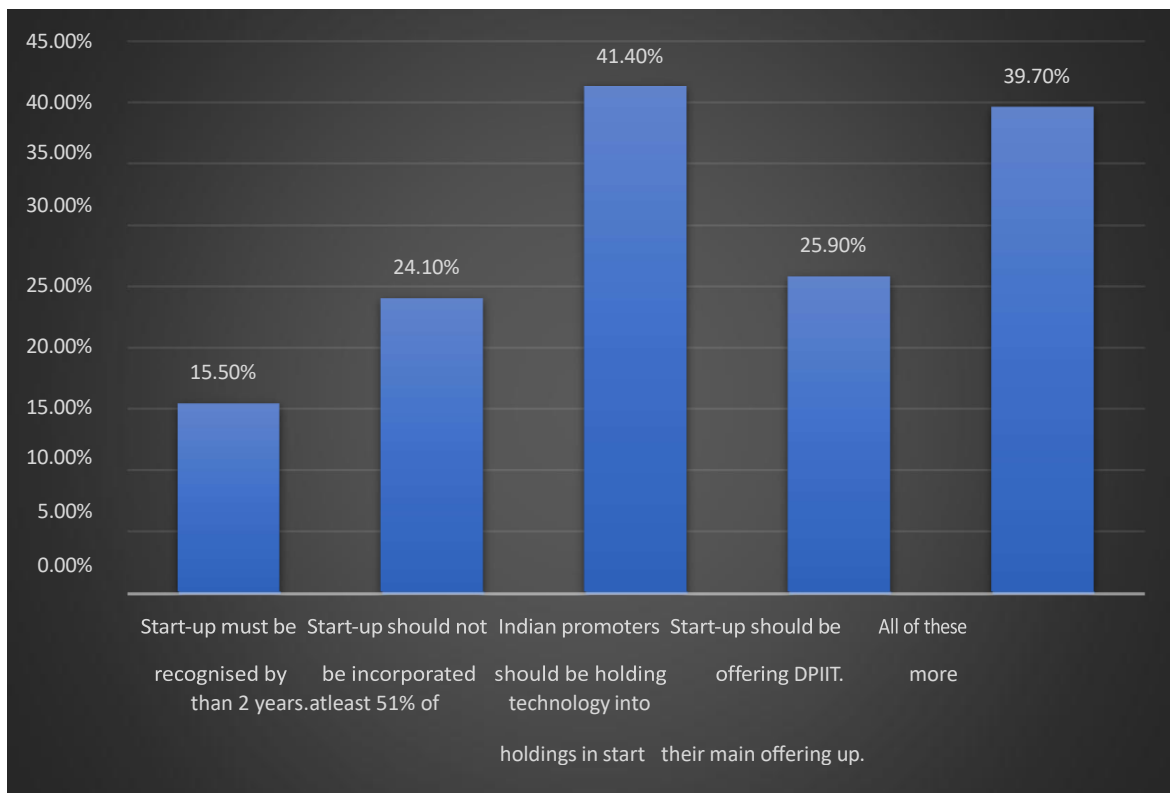


2. Sources from where the scheme of Startup India Seed Fund was known.

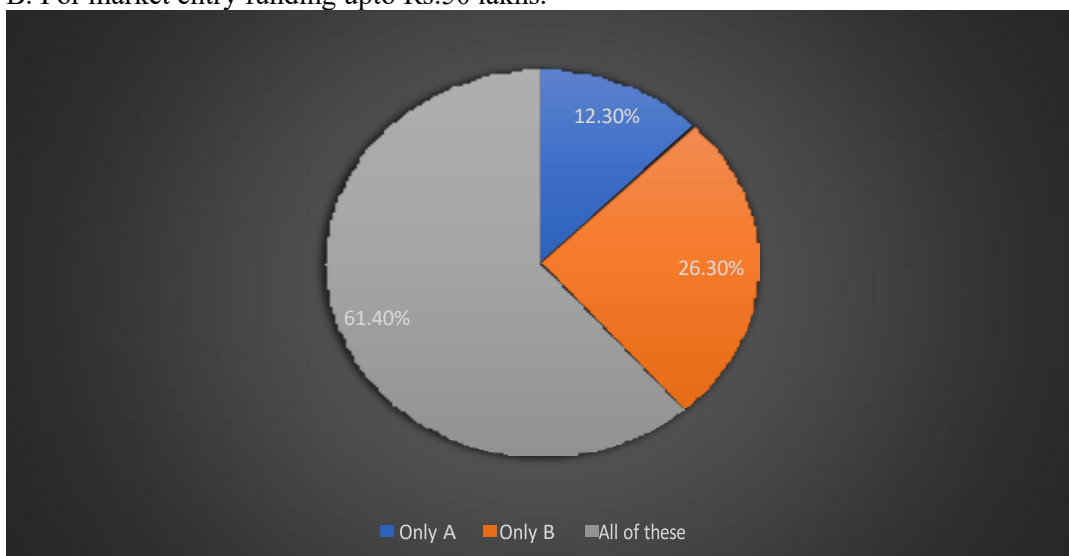


3. Category of information know about Startup India Seed Fund Scheme.

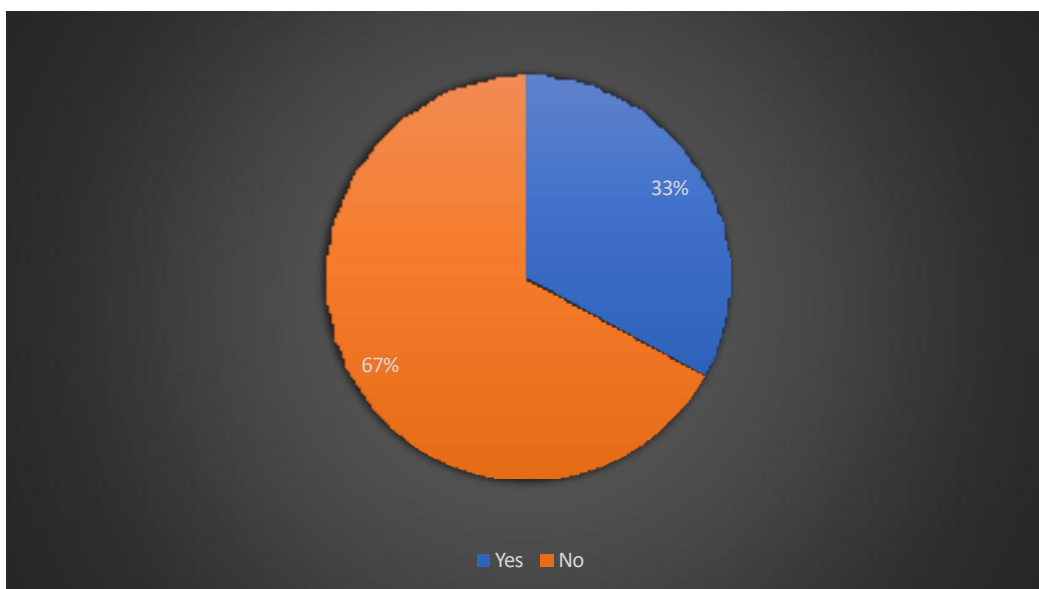
4. Eligibilities criteria of the schemes awareness level



5. Funding process awareness: A. For experiment activity funding upto Rs.20 lakhs.
B. For market entry funding upto Rs.50 lakhs.

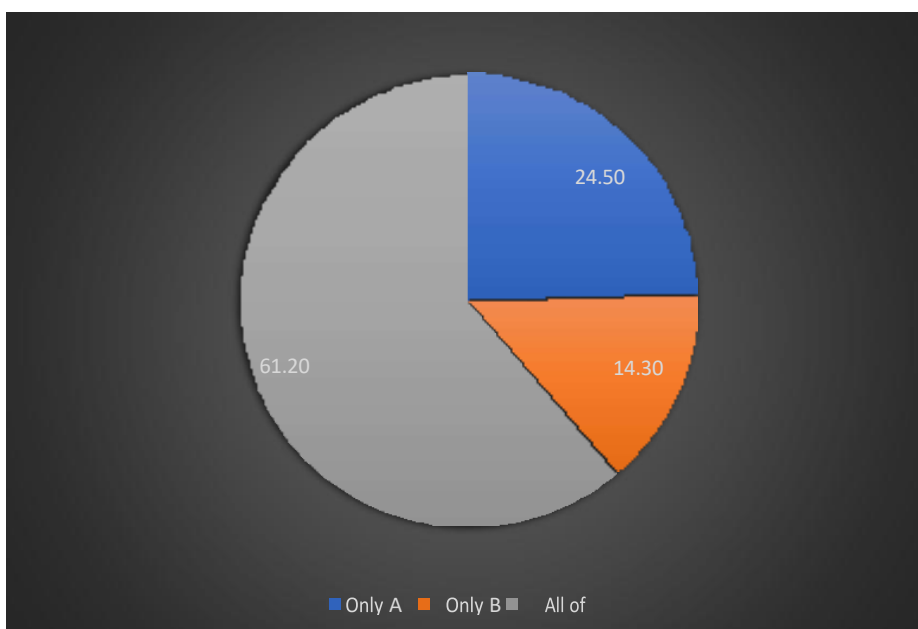


6. Payback norms in SISFS.

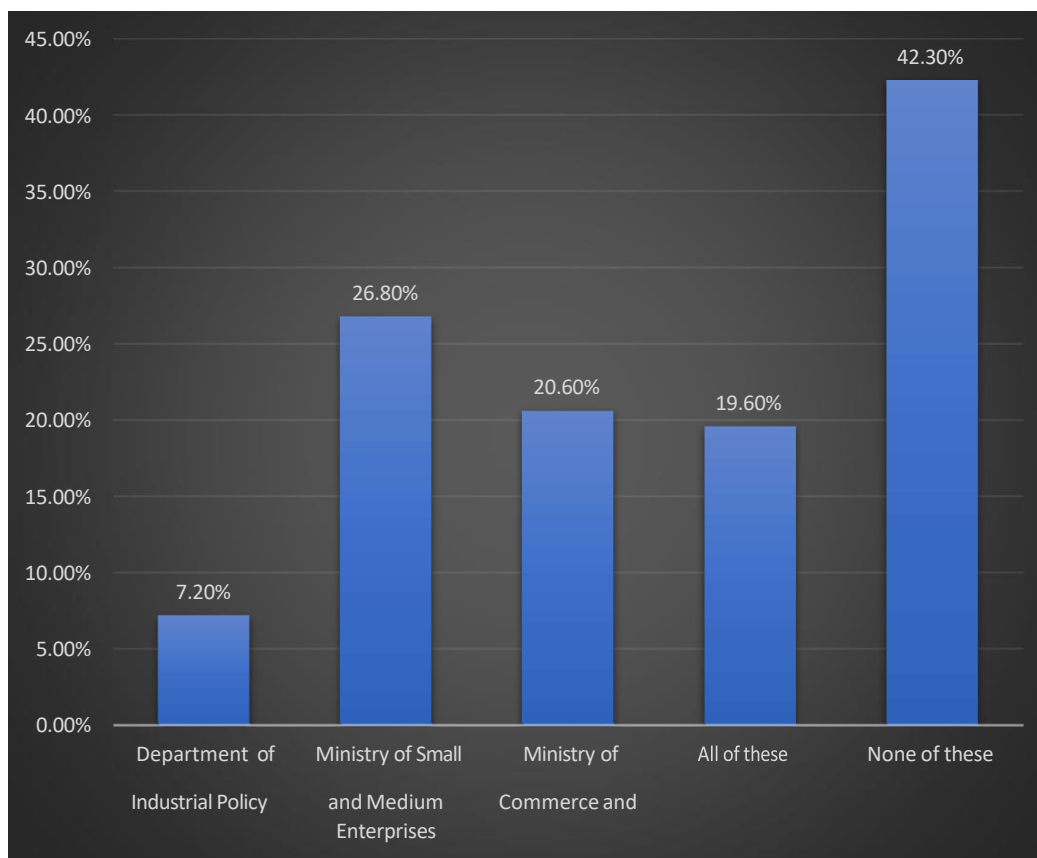


7. Conditions about payback norms.

- A. Repayment of loan is to be done within the period of 7 years.
- B. Moratorium of 18 months are given to the start-upBoth



8. Nodal agency/ies have heard about which looks after the implementation and administration of Startup India Seed Fund Scheme.



Conclusion

The data reveals that a majority of respondents are aware of government schemes related to start-ups, with 68% confirming their knowledge. However, only 55% are familiar with the Startup India Seed Fund Scheme (SISFS). Among those aware of the scheme, online sources, colleges, and mentors play significant roles in spreading awareness. While many respondents know about the benefits and functions of the SISFS, such as easy access to funds, tax benefits, and R&D facilities, a notable percentage remain unaware of the eligibility criteria and funding processes. Specifically, 67% of respondents are not familiar with the full eligibility criteria, and 60.6% lack knowledge of the funding process. Furthermore, only 33% are aware of the payback norms, and 42.3% are unaware of the nodal agencies responsible for the scheme's implementation. These findings suggest a gap in awareness that could hinder the full utilization of SISFS benefits among potential beneficiaries. In conclusion, while the awareness of government schemes like SISFS is generally high, deeper and more comprehensive outreach is required to ensure that start-ups fully understand the funding, eligibility, and repayment processes.

Reference

- Kumar, R. (2020). The role of government schemes in promoting entrepreneurship: A study of the Startup India Seed Fund Scheme. *Journal of Entrepreneurship and Innovation*, 15(3), 225-239
- Patel, S., & Desai, A. (2023). Academic institutions as catalysts for startup awareness: An ethnographic study of tier 2 and tier 3 cities. *Entrepreneurship Development Review*, 22(1), 65-80.
- Reddy, V. (2022). Awareness of the Startup India Seed Fund Scheme among BBA students: A survey study. *International Journal of Business Education*, 18(2), 102-115.
- Sharma, S., & Verma, M. (2021). Impact of government initiatives on entrepreneurship: A mixed-methods study of SSIP awareness. *Journal of Business and Social Sciences*, 14(4), 131-145.
- Singh, P. (2020). Policy analysis of the Startup India Seed Fund Scheme: Implementation and outreach strategies. *Journal of Public Policy and Entrepreneurship*, 13(2), 45-59.
- Bansal, S., & Gupta, P. (2021). Government funding for startups: An overview of the Startup India Seed Fund Scheme. *Asian Journal of Innovation and Entrepreneurship*, 17(3), 123-137.
- Chopra, R., & Jain, A. (2020). Barriers to startup funding: A study of government schemes and their impact on entrepreneurial activity. *International Journal of Entrepreneurship*, 9(2), 82-94.
- Gupta, M., & Mehta, P. (2022). The role of academic institutions in promoting government schemes: A case study of SSIP. *Journal of Education and Entrepreneurship*, 20(4), 177-189.
- Mishra, A., & Kumar, A. (2021). Startup ecosystem in India: Role of government funding and awareness campaigns. *Journal of Business Studies*, 18(5), 243-257.
- Nair, K., & Iyer, S. (2020). Increasing student engagement in entrepreneurship: The role of government initiatives. *Journal of Higher Education and Innovation*, 12(1), 54-67.
- Patel, R., & Sharma, S. (2022). Understanding the challenges of early-stage startups: A review of financial support schemes in India. *Asian Business Review*, 14(2), 198-210.
- Singh, S., & Gupta, A. (2021). Entrepreneurial ecosystems and government support schemes: A comparative analysis of the SSIP. *International Journal of Innovation and Development*, 16(3), 312-326.
- Verma, N., & Soni, S. (2023). Startup India Seed Fund Scheme: Awareness levels among students and entrepreneurs. *Entrepreneurship Studies Journal*, 8(2), 159-173.

SGH-A Successful Experiment To Emancipate Rural Women In Chittoor District Of Andhra Pradesh

Prof. R. Suneetha¹,

Head, Dept. of Economics, S.V. University, Tirupati – 517 502, A.P.

Dr. D. Yuvaraju²,

Guest Faculty, Dept. of Business Management, S.V. University, Tirupati – 517 502,

A.P.

Dr. D. Subramanyam³,

Academic Consultant, Dept. of Economics, S.V. University, Tirupati – 517 502, A.P.

Introduction

The Role Of Women In Development Is Most Intimately Related To The Goal Of Comprehensive Social Economic Development, And Is Strategic Question For The Development Of All Societies.

In The Absence Of An Integrated Approach To Development A Fragmentary Approach To The Position Of Women In Development Has Been Perpetuated And Has Led To The Unsatisfactory Option Of Promoting The Advancement Of Women By Social Welfare, Humanitarian And Demographic Approaches Without The Due To Attention To The Transformation Needed To Create Conditions In Which Women Can Unfold Their Full Potential As A Factor Of Development.

The Government Has Taken Up The Theme Of Women Empowerment As One Of The Main Agenda Items To Tackle Rural Poverty And Socio-Economic Issues. The Launching Of Development Of Women And Children In Rural Area (Dwcra) Programme, 1983 Can Be Considered As An Important Land Mark In The Networking Of Women For Empowerment And Development; It Is Here That Thrift And Small Saving Of Women And Their Networking For Credit Co-Operation Assume Significance. The Purpose Behind Networking Of Women Shg's Is The Enable Them To Involve Them In Various Development Activities Meant For Their Betterment And To Inculcate The Habit Of Thrift Among Them.

Further This Approach Has Become A Central Theme Is The Social Mobilization And Community Empowerment Strategies Of Government For Poverty Alleviation In Indian And Elsewhere Is The Development Countries. According To Nabard Report Up To 2016, Andhra Pradesh And Telangana Has Formed 7, 53,000 Shgs Involving Over A Core Of People. It Is Estimated That Out Of A Total 3, 90,000 Women Shgs Formed Under Dwcrs Scheme In Indian 2, 15,000 Are In Andhra Pradesh And Telangana. In This Context, The Study Of Self-Help Groups On Women Empowerment In Telangana Is Essential.

The Present Paper Attempts To Examine The Impact Of Shgs In Empowerment Of Rural Women. This Impact Study Is Basically Adopted “Before And After” Method Find Out The Improvement In The Socio-Economic Status Of

Rural Women After Joined In Shgs. For This, The Study Formulated Following Objectives.

Objectives Of The Study

The Main Objective Of The Present Study Was To Find Out The “Shg-A Successful Experiment To Emancipate Rural Women In Andhra Pradesh”. The Specific Objectives Of The Study Are As Follows:

1. To Examine The Pre And Post –Shg Status Of Selected Memders;2
2. To Find Out The Impact Of Shgs In Empowering Women.

Hypothesis Of The Study

1. The Socio- Economic Conditions Of Members Of Self-Help Groups In The Post- Membership Situation Are Better Than The Socio-Economic Statue Of Members Of Self –Help Groups In The Pre-Membership Situation;
2. The Women Self-Help Groups Are Able To Reduce The Poverty And Unemployment Of The Members By Using The Concept Of Thrift And Credit.

Methodology

The Present Study Is Based On Primary As Well As Secondary Sources Of Data. Studies On Anit Poverty Programmes In General And On Shg In Particular At The Level Of Individual Researchers, Voluntary Organization And Concurrent Evaluation Studies Conducted By Respective Drda Are Taken As Background Information. In Order To Elicit The Information In Regard To The Socio-Economic Impact Of Shgs On Women, A Structured Questionnaire Is Prepared And Administered A Selected Sample. In Addition, Observation Pertaining To The Inner Realities Of Women’s Lives.

Research Design

For The Of Study Phlicherla Mandal In Chittoor District Of Andhra Pradesh Was Selected. In The Selected Mandal Two Village Namely And Were Selected Mandal On The Purposive Sampling Basis. In Each Selected Village 80 Women Who Are The Member Of Self-Help Groups Were Selected On The Basis Of Proportionate Sampling Which Covers A Total Sample Of 160 Women Member.

Profile Of Study Aera

Phlicherla Mandal Came Existence On 25th May, 1985; There Are 19 Villages In The Above Mandal. These Villages Were Parts Of Warangal, Jangaon Talukas Before Mandal System Came In Existence. The Total Geographical Area Of The Mandal 26066.00 Hectares. The Total Population Of Mandal According To 2011 Census Is 89,043 And The Density Of The Population Is 367 Persons Per Sq. Kms

About 31.9 Per Cent Of The Total Constitute Scheduled Castes 5.5 Per Cent Scheduled Tribes. The Total Work Force In The Population Is 36,355 Out Of Which 24.8 Per Cent Are Cultivators, 22.6 Per Cent Are Agricultural Activities. The Literacy Rate Of The Mandal Is 57.3 Per Cent Only, Which Is Very Low When Compared To The District Average¹⁰, Women Self-Help Group Movement Has Made Indelible Impact On District Development Is The Shape Of Promotion Of Literacy Of Women Economically And Socially. Today There Are 62,084 Self-Help Groups With 7.25 Lakh, Women Members, Total No. Of Linkage Loans 49,480 And Total No. Of Bridge Loans 32,541 Of Warangal District⁵.

The Women Belonging To Different Caste Were Joined In Shgs In Selected Village. The Caste Wise Distribution Of Sample Women Can Be Seen In Table-1

Table-1

Caste Wise Distribution Of The Selected Respondents

Name Of The Mandal	Name Of The Village	Fc	Bc	Sc	St	Total
	Rayavari Palli	25	35	12	8	80
	Ellankivari Palli	20	38	15	7	80
	Total	45	73	27	15	160

The Table Indicates That Out Of 160 Respondents 73 Belonged To Backward Castes And 27 Belonged To Scheduled Castes Where As Last Place Is Occupied By Scheduled Tribe Respondents They Are Only 15 In Number.

Table-2

Nature Of Work Before Joining Shg And After Joining Shg In The Selected Respondents

Nature Of Work	Before Joining Shg	After Joining Shg
No Occupation	70 (43.75)	----
Labours	40 (25)	30 (18.75)
Petti- Business	20 (12.5)	24 (15.00)
Handicrafts	10 (6.25)	20 (12.5)
Agriculture Labourer	20 (12.5)	16 (10.00)
Other Income Generating Actives	----	70 (43.75)
Total	160 (100)	160 (100)

Table-2 Shows The Nature Of Work Before And After Joining The Women Self-Help Groups. The Table Respondents Before Joining Shg 34.17 Per Cent Expressed That They Have No Occupation, 22.50 Per Cent Expressed That They Are Doing Labour Work, 10.83 Per Cent Expressed That They Are Dependent On The Handicraft Works. There Are No One Per Cent Of The Respondent Other Income Generating Activities.

The Table Further Shows That Out Of The Total Respondents After Joining Shg 38.33 Per Cent Expressed That They Are Maintaining Of Other Income Generating Activities, 29.17 Per Cent Expressed That They Are Doing Handicrafts Work And 7.50 Per Cent Expressed That They Are Doing Agriculture Labour Works.

The Table Infers That Most Of The Respondents After Joining The Shgs They Are Doing Other Income Generating Activities And Handicrafts Works. Before Joining The Shgs More Number Of Respondents Is Working In Labour Work.

Table-3
Income Before Joining Shg And After Joining Shg In The Selected Respondent (In Rupees)

Monthly Income	Before Joining Shg	After Joining Shg
No Income	61 (38.13)	-----
0 To 500	20 (12.50)	90 (56.25)
501 To 1000	55 (34.37)	35 (21.87)
1001 To 1500	24 (15.00)	35 (21.88)
Above To 1500	-----	----
Total	160 (100)	160 (100)

Table-3 Depicts The Income Before Joining Shg And After Joining Shgs. The Table Reveals That Out Of The Total Respondent, 38.13 Per Cent Expressed That They Have Earned The Income Between Rs. 501 And Rs. 1000, 12.50 Percent Expressed That They Have Earned The Income Up To Rs. 500 And 34.37 Per Cent Expressed That They Have No Income. The Table Further Denotes That Out Of The Total Respondents, 56.25 Per Cent Respondent Expressed That They Have Earned The Income Between Rs. 1001 And Rs. 1500, 21.88 Per Cent Respondent Expressed That They Have Earned The Income Between Rs. 501 And Rs. 1000 And 21.87 Per Cent Expressed That They Have Earned The Income Above Rs. 1500.

The Table Reveals That Most Of The Respondent Earned The Income Very Low Before Joining The Shgs In All Villages And After Joining The Shgs Most Of The Respondent Earned The Income Above Fifteen Hundred Rupees In The Rural Areas.

Table-4
Impact Of Activities Of Shg

Impact Of Activities	Opinion			Total
	Agree	No Opinion	Disagree	
Development Of Savings	110 (68.75)	50 (31.25)	-----	160 (100)
Increased Income	60 (37.50)	30 (18.75)	80 (50)	160 (100)
Decision Making Power	90 (56.25)	30 (18.75)	60 (37.50)	160 (100)
Various Promotional Assist Once	95 (59.38)	35 (21.87)	30 (18.75)	160 (100)
Organize And Voice	90 (56.25)	40 (25.00)	30 (18.75)	160 (100)

Table -4 Indicates The Analysis Of The Impact Of Activities Of Sghs For The Improvement Of Women Belonging To The Poor. The Table Indicates That Of The Total Respondent, 68.75 Per Cent Expressed That They Agreed The Development Of Activities, 37.50 Per Cent Expressed That They Agreed The Increased Income And 56.25 Per Cent Expressed That They Agreed Decision Making Power 59.38 Per Cent Said That They Had No Opinion Of Various Promotional Assistance.

The Table Infer That The Activities Of Women Self-Help Groups For Improvement Of The Women Belonging To The Poor Area Essential And Necessary. Most Of Them Expressed The Satisfaction And Availability Of The Scheme With The Functioning Of Shg Is Reducing The Debt Burden In The Rural Areas.

The Role Of Women And The Need To Empower Them Are Central To Human Development Programme Including Poverty Alleviation. In Spite Of Safeguard Provided In Many Of The Poverty Alleviation Programme. It Was Observed That Women In Rural Areas Especially From Poor Families Could Be Not Benefited. The Self Help Group (Shg) Is Available Organized Setup To Disburse Micro-Credit To The Rural Women For The Purpose Of Making Them Enterprising And Encouraging To Enter Into Entrepreneurial Activities. The Formation Of Shgs Is Not Ultimately A Micro-Credit Project But An Empowerment Process.

The Empowerment Of Women Through Shgs Would Give Benefits Not Only To The Individual Women But Also For The Family And Community As A Whole Through Collective Action For Development. These Shgs Have A Common

Perception Of Need And An Impulse Towards Collective Action. Empowering Women Is Not Just For Meeting Their Economic Needs But Also For More Holistic Social Development. The Shgs Empowerment Women Both Socially And Economically. They Encourage Women To Participate In Decision Making In The Household, Community And Local Democratic Sector And Prepare Women To Take Up Leadership Positions.

One Of The Major Objectives Of Initiating Shgs For Women, Especially The Poor Women Is To Help Them Take Up And Manage And Their Own Productive Activities Which Could Supplement Their House Hold Employment And Income Leading To Improved Living Standards. These Income Generating Activities Were Also Expected To Serve As Instruments Which Could Bring About Economic Awareness And Empowerment Among The Women Members.

Conclusions And Suggestions

The Present Study Has Clearly Revealed That The Shg Is A Success Especially In Term Of Generating Employment And Raising The Level Of Income Of Rural Women. This Has Resulted In The Rise In Their Level Of Consumption. Though Marginal, An Improvement In Gender Relations Is Also Noticed. Moreover, The Shg Has Resulted In Raising The Social As Well As Political Awareness Of The Rural Women. It Has Raised Their Self-Confidence, Mobility And Awareness Through The Independent Earnings And Group Activity. However, The Following Suggestions Are Made To Make Programme More Effective In Attaining Its Objectives.

Suggestions

1. Instead Of Officials Or Village Leaders Motivating The Women To Form In To A Group To Serve The Ulterior Motives, People Should Come Together On This Own.
2. Attendance At Meeting Should Be Made Mandatory To Inculcate The Group Cohesiveness Among All The Members.
3. Periodical Training At Regular Intervals To Group Members Are Self-Management Aspect May Be Imparted With The Help Of Experienced Resource Persons.
4. Shgs Services Can Be Utilized To Fight Against The Social Evils Like Child Labour To Promote Small Family Norms, Infrastructure Development And In Other Social Works.
5. The Ngo's And Government Should Take Necessary Steps For Making The Goods Produced By Shgs.

Shgs Have The Power To Create A Socio-Economic Revolution In The Rural Areas Of Our Country Shgs Have Not Only Produced Tangible Assets And Improved Living Conditions Of The Members, But Also Helped In Changing Much Of Their Social Outlook And Attitudes. In The Study Area Shg's Have Served The Cause Of

Women Empowerment, Social Solidarity And Socio-Economic Betterment Of The Poor.

References

- Dr. D. Subramanyam Dept Of Economic, S.V. University, Tirupati.
- Anitha Gugna And Satish Verma, Micro- Credit And Poverty Alleviation, In The Indian Economic Association, 90th Annual Conference Volume, Part-1, University Of Kashmir, 2007, P.431.
- Ramana Rao, Self-Help Groups: A Course Study Of Voluntary Organization, Research Highlights, Nird, Hyderabad, 1997-98 P.289.
- Ramalakshmi, Dwera-A Successful Experiment To Emancipate Rural Women In Andhra Pradesh, Vasudeva Rao, (Ed) Emancipation Of Masses For Social Development Serial Publication, New Delhi, 2002, P.23-29.
- T.P. Singh And Premlatha Kumari, Micro-Credit Intervention And Economic Empowerment Of Women Through Self-Help Groups In India, In The Indian Economic Association, 90th Annual Conference Volume, Part-1, University Of Kashmir, 2007, P.648.

Problems And Remedial Measures Of Women Entrepreneurs In India

Prof. M. Devarajulu¹,

Dept. of Economics, Former Registrar, S.V. University, Tirupati – 517 502, A.P.

Dr. D. Yuvaraju²,

Guest Faculty, Dept. of Business Management, S.V. University, Tirupati – 517 502, A.P.

Dr. D. Subramanyam³,

Academic Consultant, Dept. of Economics, S.V. University, Tirupati – 517 502, A.P.

Introduction

For developing countries like India, women entrepreneurship is of vital necessity to achieve rapid, all-round and regionally and socially balanced economic growth. Women in India constitute 45% of the total population. But their participation in economic activities is only 38%. It is now widely accepted that if national development has to be purposeful and relevant, women have to be full-fledged participants in economic activities. The development of women as entrepreneurs will generate multifaceted socio-economics benefit to the country. Participation of women in economic activities is now emerging as universal phenomenon.

In advanced countries of the world, there is a phenomenal increase in the number of self-employed women after the Second World War. In USA, women owned 26% of the total business in 1980 and it increased to 32% in 1990 and 41% in 2003. According to World Bank, women own and operate 25% to 33% of all private business in the world. In Canada, one-third of small business is owned by women and in France one-fifth of the industries is owned by women.

Women Entrepreneurs in India:

Women entrepreneurs are relatively a recent phenomenon which came into prominence in the late 1970s. Due to the spread of education, favourable government policies towards development of women, entrepreneurship awareness and new kind of avenues, more and more women are venturing as entrepreneurs in all kinds of business, economic and other useful activities.

Women entrepreneurship in India has come a long way from papads and pickles to engineering and electronics. Nowadays, elite women in cities are making a mark in non-conventional fields such as consultancy, garment exporting, interior designing, textile printing, food processing, chemicals, pharmaceuticals, etc.

Problems of Women Entrepreneurs

The problems of women entrepreneurs in India are immense and complex. They face more serious problems than men entrepreneurs. Some important problems faced by women entrepreneurs are explained below:

1. **No Independence:-** The primary problem of a woman entrepreneur is that of her being a woman. She is considered subordinate to male in all walks of life. The basic ingredients such as independence and authority required for a successful entrepreneur are not adequate for women in India.
2. **Lack of Confidence:** Women generally lack confidence in their own capabilities. Even at home, the members of their families do not seem to have total confidence in their abilities.

Society in general also lacks confidence in women's strength, traits and competence. This is quite apparent in the family's reluctance to finance a women's venture, bankers are not prepared to take risk on projects set by women and individuals are not willing to stand guarantee for loans to women.

3. Social Attitude: Social attitudes are equally responsible for keeping women away from training and skill in rural areas, overbearing presence of elders restricts the young girls from venturing out and very strict boundaries are drawn around their mobility.

4. Low Literacy: Low literacy level hinders women in carrying out their activities as entrepreneurs. Female literacy percentage is 18.5% for India as a whole. Lack of education handicaps their grasps of technological and marketing knowledge.

5. Low Risk Bearing Capacity: Risk bearing capacity which is a crucial factor in running an enterprise is low among women. Moreover, the impact of losses are more severe on women since they lack sufficient social support.

6. Dual Responsibility: A woman has to perform responsibilities towards family, society and work simultaneously. Consequently, a serious conflict emerges between home and work resulting in high stress level inhibiting her success, independence and progress.

7. Financial Constraints: The problem of finance for women entrepreneurs still remains a challenge. They lack access to external funds due to their inability to provide tangible security. Very few women have property in their name. Banks also take a negative attitude while providing finance to women entrepreneurs. As a result, they rely on their own funds and loans from family friends, which is inadequate to run the business.

The study 'Roadmap 2020 and Beyond' found that 75% of women entrepreneurs find access to finance as challenging at the start of their business. During expansion nearly 78% of them have difficulties in attracting investors. 68% of the women owned firms depend on personal finance to fund their enterprises while 20% access to institutional debt and venture capital funds.

8. Marketing Problem: Marketing is a serious problem encountered by women entrepreneurs due to the following reasons:

The Sixth Economic Census (2013-14) reveals that as much as 79% of women establishments were self-financed and just 1.1% was able to borrow from financial institutions.

- (i) Competition has become intensified due to the introduction of wide variety of products. This poses a serious threat to the survival of small entrepreneurs who depend on low level technology.
- (ii) Due to lack of storage facilities, entrepreneurs mostly of the low 'stay-capacity' engaged in seasonal and agro-based products are forced to sell their products to middlemen at a lower price. The middlemen who corner a considerable amount of margin that should accrue to women entrepreneurs.
- (iii) The rural women entrepreneurs do not know as how to synchronise their products with market requirements. They are unaware of enhancing the value for their products by way of finishing, packaging and advertising.
- (iv) The fast mushrooming of the small units creates inter unit competition within the small-scale industries themselves.

- (v) The competition from multinational companies poses the greatest danger to women entrepreneurs. Those entrepreneurs who can innovate or restrict their operations in their area of strength can only exist.
- (vi) Sufficient arrangements are not made to market the products of women entrepreneurs.

9. Limited Mobility: Women entrepreneurs are handicapped by their inability to travel from one place to another for business reasons. Further, the humiliating attitude of government officials, i.e., licensing authorities, labour officers, sales-tax officials, etc., make life miserable for women and force them to get out of the business in certain cases.

Remedial Measures

In order to promote women entrepreneurship, the following measures have to be made at different levels of the economy.

1. Vocational Education: The first measure would be to provide education, particularly vocational and technical education to girls. The curriculum should be restructured to include accountancy, management, computer science, small-scale industry, entrepreneurial development, etc.

2. Entrepreneurship Motivation at School Level: The girls at the school level should be inspired to adopt entrepreneurship. Generally, women dream to become job-seekers rather than job makers. To motivate the women, a coordinated effort should be made among the educational institutions, government departments and the business world.

3. Accessibility to Information: All possible access to information should be provided for women entrepreneurs. Government agencies, Association of women entrepreneurs, NGOs and Universities should assume responsibilities in this regard.

4. Separate Publication: Separate publication should be brought out and distributed to women entrepreneurs on subsidized rate in order to create awareness and encourage them to avail of the benefits offered to them. Media should be used to give maximum information for promoting the cause of women entrepreneurs.

5. 100% Finance: Banks and financial institutions should offer 100% loans without collateral security to qualified technocrats. Similarly, term-loans and working capital loans should be sanctioned liberally on differential terms. It is also suggested that a certain percentage be reserved for women in the various self-employment schemes launched by the government.

6. Access to Technology: Access to technology is low for women entrepreneurs. Due to lack of finance and information, they cannot have proper tools and equipment to improve the product. Setting up of Special Institutions at the State level would help to upgrade their skill and acquire new techno-managerial knowledge so that they could go in for innovative technologies of production.

7. Simple Formalities: Efforts should be made to simplify the procedure, formalities, rules and regulations, etc., in matters regarding registration and getting assistance from different department and government agencies.

8. Women Cooperative: The meet the severe competition held out by big and small business, women cooperatives may be formed in market the products. Rural markets that cater to nearly three fourths of the total consumers in India offer a vast scope for women entrepreneurs. Rural tourism in another area which can be marketed by rural women entrepreneurs.

Scope and Opportunities for Women Entrepreneurs

Women entrepreneurs were undertaking the activities such as papad making, pickle preparation paining, handicrafts, etc.,

At present, they undertake the following activities:

- Computer Maintenance
- Beauty parlours
- Trading in Computer Stationery
- Screen Printing
- Distribution of Household Articles, Dress Material, etc.,
- Cyber Café
- Photocopying
- Toy-making.

The women entrepreneurs have great scope to set-up industries in the following areas:

- Readymade Garments
- Nursery Classes
- Manufacturing of Leather Goods
- Training and Coaching Classes
- Food Processing

The recent trend indicates that women entrepreneurs are sensitive to changing socio-economic conditions in the country. They are keen to take advantage of such positive changes. They also want to prove their mettle in dual role of work at home and participation in entrepreneurial activities. It is expected that the negative attitude towards women entrepreneurs by the family and society will face off in future.

The development of women entrepreneurship in India depends largely on the exploration of rural market. Rural India comprising nearly six lakh odd villages offers a vast scope for women entrepreneurial activities. Several Asian economic have made great strides towards the development of rural enterprises. For instance, the convergence and development of rural township and village enterprises in China has been most spectacular event in her economic reform. India should emulate China in the matter of accelerating entrepreneurial effort in the country.

Start-ups by Women

The number of start-ups by women is dismal in India. As per NASSCOM's report, there are only 901% women founders as compared to 91% start-ups founded by men.

In addition to common facilitators such as incubators, accelerators, mentors, angel investors, venture capital and the like, there are some women-focused incubators in India. IT Ghandhinagar Incubator Centre is set up to boost women start-ups with an active network of women entrepreneurs, professionals etc., Women's Business Incubation Programme, Thiruvananthapuram, offers business acceleration and networking services. Periyar University, Thanjur, Tamil Naidu has a women – focused business incubator.

Women Start-ups:

Sheroes.in: Founded in January 2014, the start-up helps women find opportunities, including work from home jobs, part-time jobs and corporate roles and entrepreneurial opportunities such as Franchising. It has helped nearly 40,000 women to get jobs in the last two years. The company has raised Rs. 5 core from angel investors.

Mylescars.com: Mylescars.com was founded in November 2013 to rent cars to women who can drive themselves. The company duly registers women customers and tracks the vehicles they rent all the time through GPS and other technology. The start-up that began with 14 cars and three locations has now grown to over 1000 cars and 200 locations with presence in 21 cities.

Modspace.in: This start-up is an online furniture company for delivering modular kitchens and home goods.

Timesavevz: This is an on-demand home services marketplace that delivers various services to one's doorstep from cleaning, repair, running errands and paperwork.

Awareness Of Developmental Needs Of Students Among Pre-Primary Female Teachers

Dr. Rukmani Mallepu,

HOD, Department of Economics, S.V.C.R. Government Degree College
Palamaner, Chittoor District, Andhra Pradesh, India

E-mail: svcreconomics@gmail.com (M): 9441409397

Abstract

The Pre-Primary Years (The Age Of 3 To 6 Years Among Children), Considered As Part Of The Foundational Level Of Education Deserves To Be Paid Closer Attention To. The National Education Policy 2020 (Nep 2020) States Categorically That The Focus Should Be On The Holistic Development Of The Children. The Present Study Involved Quantitative Survey Method In Collecting The Data. Using Purposive Sampling, Five Private Schools In Bengaluru City Were Selected And 69 Pre-Primary Teachers From These Schools Formed The Sample For This Study. The Researcher Self-Constructed And Content Validated The Tool Which Has 27 Multiple Choice Questions. The Findings Of The Study Reveal That Compared To Conventional Kindergarten Teachers, Non-Conventional Montessori Teachers Have More Awareness Of Developmental Needs Of Pre-Primary Students. There Is No Significant Difference In The Level Of Awareness Of Developmental Needs Of Students Between The Kindergarten 1 And Kindergarten 2 Teachers And Also Between The Year 1 & 2 And Year 3 Montessori Teachers. The Study Suggests Many Measures For Pre-Primary Schools And Teachers To Strengthen Their Efforts To Meet The Needs And Promote The All-Round Development Of Children.

Key Words: Pre-Primary School Teachers, Awareness Of Developmental Needs Of Pre-Primary Students, Conventional And Non-Conventional Method Of Teaching.

Introduction

The Pre-Primary Years (The Age Of 3 To 6 Years Among Children), Considered As Part Of The Foundational Level Of Education Deserves To Be Paid Closer Attention To. The Development At This Stage Can Be Broadly Categorized As Physical Development, Language Development, Cognitive Development, Social Development And Emotional Development. India Follows A Systematic Process Of Preschool Education To Impart Knowledge In The Best Possible Way For Better Understanding Of The Young Children. Reetu, Chandra, Renu And Sharma (2017), Opine That Every Preschool Should Allow Children To Apply Their Will To Choose Activities Based On Their Own Drive And Interest Which Is Following Each Child's Innate Path Of Learning And Growth. According To The Individual And Unique Interests Of Each Child, Pre-Primary Teachers Should Design Lessons, Educational Games And Other Activities That Engage And Grow Student's Love For Learning And Support The Child's Development In All The Areas Of Development.

Need And Importance Of Study

The Educationists, Researchers And Teachers Agree That The Early Years In Childhood Defines The Adult Personality. The Challenge That Lies In The Pre-Primary Is, That Teachers Rely Heavily On Their Life Experiences, Feelings,

Intuition Rather Than Their Professional Training. The National Education Policy 2020 (Nep 2020) States Categorically That The Focus Should Be On The Holistic Development Of The Children. Mustard (2007) Mentions That Creating An Atmosphere With An Experience-Based Brain Development Sets The Path For The Child's Development That Could Also Affect The Child's Physical Growth And Behaviours In Their Later Years (Kaul & Sankar, 2009).

Since Children At Pre-Primary Stage Are Immature And Vulnerable To Danger, Their Immunity To Diseases Could Be Low And Infected Easily. Hence, Teachers Must Ensure Proper Care At This Age. They Must Be Able To Investigate What Is Expected Of The Children And Then Create Environments Conducive To Gently But Surely Lead Children To The Set Destination. The Physiological Development And Its Needs Are Very Evident And Therefore Easy To Cater To. However, The Psychological, Emotional, And Social Needs Are Difficult To Pinpoint, And They Differ From Individual To Individual. The Challenge Is To Get Teachers Who Are Aware Of What Is To Be Expected (Developmental Milestones) At Each Stage. Once They Have Clarity On What Are The Developmental Milestones Of The Age Of Students They Teach, They Will Be Able To Design Their Teaching Practices Accordingly And Impart The Necessary Knowledge, Skill And Attitudes In A Way That Benefits The Students Not Only For The Present But In Developing And Shaping Their Entire Personality. This Study Attempts To Find Out If The Pre-Primary Teachers Are Equipped To Identify And Meet The Needs Of The Students.

Objectives Of The Study

- To Devise An Instrument That Will Ascertain The Awareness Of Developmental Needs Of Students Among The Pre-Primary Female Teachers.
- To Compare The Awareness Of Developmental Needs Of Students Among The Pre-Primary Female Teachers In Relation To Their Demographic Variables.
- To Infer The Next Course Of Action As Part Of The Professional Development Of Teachers.

Variables Of The Study

Demographic Variables

A) Method Of Teaching (Conventional Kindergarten And Non-Conventional Montessori)

B) The Class Taught (Kindergarten 1 And 2, Montessori Year 1, Year 2 And Year 3)

Dependent Variable

Awareness Of Developmental Needs Of Pre-Primary Students

Operational Definitions

1. Pre-Primary School Teachers: It Implies Teachers Who Are Working In Pre-Primary Schools In Bengaluru City. They Handle The Classes For Children Whose

Age Ranges From 3 To 6 Years. They Include Teachers From Urban And Rural Places, Married And Single, And Beginners And Experienced.

2. Awareness Of Developmental Needs Of Pre-Primary Students: It Implies Teachers Awareness Of The Developmental Milestones That Drive Learning And Understanding In Pre-Primary Students.

3. Conventional And Non-Conventional: Conventional Implies The Kindergarten Method Of Teaching And Non-Conventional Implies Montessori Method In Pre-Primary Schools.

Method Of Research

The Study Involved Quantitative Survey Method In Collecting The Data.

Sampling

Using Purposive Sampling, Five Private Schools Were Selected And 69 Pre-Primary Teachers Of These Five Private Schools Formed The Sample For This Study.

Research Tool

The Researcher Self-Constructed And Content Validated The Tool. The Questionnaire Has 27 Multiple Choice Questions Each With Four Options. One Mark Was Given For Choosing Correct Option And Zero For Incorrect Option Or Omitting Question. Maximum 35 Minutes Was Given To Attend The Tool.

Statistical Analysis And Interpretation Of The Data

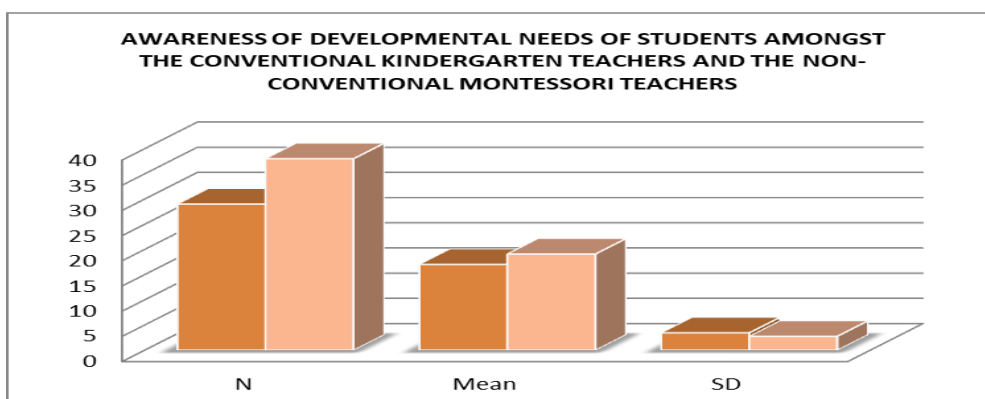
H₀1: There Is No Significant Difference In The Awareness Of Developmental Needs Of Students Between The Conventional Kindergarten Teachers And The Non-Conventional Montessori Teachers.

Table 1: Awareness Of Developmental Needs Of Students Between The Conventional Kindergarten Teachers And The Non-Conventional Montessori Teachers

Method Of Teaching	N	Mean	Sd	T-Value	Los At 0.05 Level
Conventional Kindergarten	31	17.034	3.438	2.626	*S
Non-Conventional Montessori	38	19.079	2.744		

*S – Significant At 0.05 Level

Graph 1



From The Above Table And Graph, It Can Be Seen That, The Obtained ‘T’ Value 2.626 Is Greater Than The Table Value 2.56 At 0.01 Level Of Significance. So, The Null Hypothesis Is Rejected. It Means That, There Is Significant Difference In The Level Of Awareness Of Developmental Needs Of Students Between The Conventional Kindergarten Teachers And The Non-Conventional Montessori Teachers. The Mean Value Is Found To Be In Favour Of Non-Conventional Montessori Teachers. Hence It Can Be Inferred That, Compared To Conventional Kindergarten Teachers, Non-Conventional Montessori Teachers Have More Awareness Of Developmental Needs Of Pre-Primary Students.

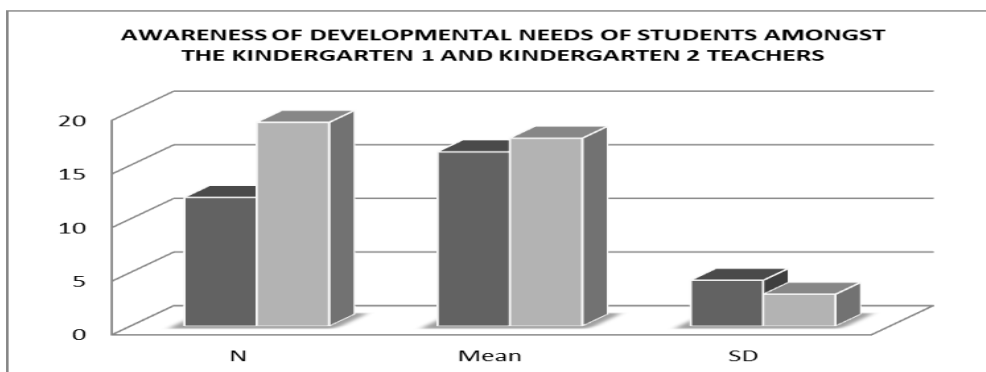
H₀₂: There Is No Significant Difference In The Level Of Awareness Of Developmental Needs Of Students Between The Kindergarten 1 And Kindergarten 2 Teachers.

Table 2: Awareness Of Developmental Needs Of Students Between The Kindergarten 1 And Kindergarten 2 Teachers

Class Taught	N	Mean	Sd	T-Value	Los At 0.05 Level
Kindergarten 1	12	16.25	4.267	0.906	**Ns
Kindergarten 2	19	17.526	2.969		

**Ns – Not Significant At 0.05 Level

Graph 2



From The Above Table And Graph, It Can Be Seen That, The Obtained 'T' Value 0.906 Is Less Than The Table Value 1.96 At 0.05 Level Of Significance. So, The Null Hypothesis Is Accepted. It Means That There Is No Significant Difference In The Level Of Awareness Of Developmental Needs Of Students Between The Kindergarten 1 And Kindergarten 2 Teachers.

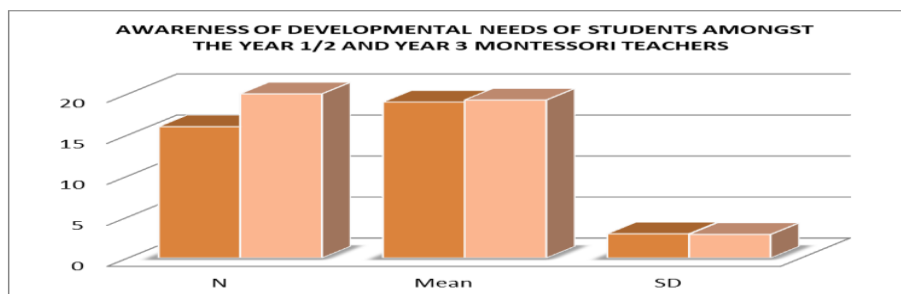
H₀₃: There Is No Significant Difference In The Level Of Awareness Of Developmental Needs Of Students Between The Year 1 & 2 And Year 3 Montessori Teachers.

Table 3: Awareness Of Developmental Needs Of Students Between The Year 1 & 2 And Year 3 Montessori Teachers

Type Of Students	N	Mean	Sd	T-Value	Los At 0.05 Level
Montessori 1 & 2	18	19	2.943	0.257	**Ns
Montessori 3	20	19.25	2.862		

**Ns – Significant At 0.05 Level

Graph 3



From The Above Table And Graph, It Can Be Seen That, The Obtained 'T' Value 0.257 Is Less Than The Table Value 1.96 At 0.05 Level Of Significance. So, The Null Hypothesis Is Accepted. It Means That There Is No Significant Difference In The Level Of Awareness Of Developmental Needs Of Students Amongst The Year 1 & 2 And Year 3 Montessori Teachers.

Educational Implications

1. Schools Should Undertake Action-Research To Have Data On How The Teachers In The Non-Conventional Montessori Method Are Able To Understand Student Needs Better And Whether A Similar Impact Is Seen In Students' Behaviour And Development.
2. Schools Should Conduct Training Modules Throughout The Academic Year To Support Teachers In Identifying Delays In Developmental Milestones And Addressing Them In The Suitable Manner. They Must Encourage Teachers To Conduct Personal Research Before Calling In The Experts When There Is Any Indication Of Developmental Delay Which Must Be Emphasized During The Training Sessions.
3. Schools Should Create A Plan For Professional Development For Teachers To Help Them Upgrade Their Skills Keeping In Sync With The Latest Research On Child Development And Its Manifestations. The Refresher Courses Which Include A Module Of Developmental Milestones And How To Track It In The Classroom Should Be Part Of The Teacher Training Each Year. This Will Ensure The Desired Level Of Competency With Regard To Students And What To Expect From Them.
4. Schools Should Undertake A 360 Degree Assessment For Pre-Primary Students And Undertake A Comparative Study Between Student Achievement And Teacher Awareness.
5. Schools Should Review The Curriculum For The Pre-Primary And Include Areas Or Activities As Required By The Development Levels Of Students. Well-Designed Curricula Should Be Based On Developmentally Sequenced Activities (Allen And Kelly, 2015).
6. Schools Should Create A Culture Of Peer Learning Among The Teachers To Imbibe The Best Teaching Practices Of The Other. They Should Create A Forum Wherein Sharing Of Ideas, Success, Failures And Fears Become A Part Of The School Culture.
7. Schools Should Devise A System Of Self-Assessment By Teachers To Study Teacher Awareness Of Developmental Needs Across The Different Levels. Having An Objective And A More Child Centric Approach Should Be Norm.
8. Schools Could Look Into Improving Parental Involvement In School Activities. This Would Provide Parents With An Understanding Of How Children Learn And The Same Kind Of Environment Can Be Created At Home.
9. Schools Should Undertake Parental Workshops / Seminars To Educate Them On The Developmental Needs Of Their Wards And The Best Way To Augment Their Learning.
10. Schools Must Provide The Necessary Infrastructure For Students To Have Movement And Engage In Age-Appropriate Physical Activities.

11. School Teachers Should Create A Happy Environment Where Students Are Excited To Participate. They Also Should Provide Psychological And Emotional Support To Students.
12. Pre-Primary Schools Must Have Level Specific Induction Program For New Teachers. They Should Develop A System Of In-House Training To Strengthen Teachers Capacity To Teach.

De-Limitations

1. Only Five Private School Has Been Purposively Selected For This Study In The Available Time.
2. They Study Is Confined To 69 Pre-Primary Teachers Of The Schools.
3. The Selected Schools Are Some Of The Top-Ranking Schools In Bangalore. All Schools Have Similar Style Of Functioning And Documentations Systems.
4. The Self-Constructed Awareness Questionnaire Is Only Content Validated. It Has Only 27 Multiple Choice Questions.

Conclusion

This Study Has Given A Bird's Eye View Of The Understanding Of The Pre-Primary Teachers Awareness Of The Varying Needs Of Their Students In Different Developmental Domains. The Two Methodologies In Pre-Primary Education Prevalent In India Are, The Kindergarten Method, Referred To As The Conventional Method, And The Montessori Method, Referred To As The Non-Conventional Method. The Study Found That The Level Of Awareness Of The Development Needs Of Pre-Primary Students Was More Among The Montessori Teachers As Against The Kindergarten Teachers. The Grades Taught Within The Two Methods Showed Negligible Difference. It Would Be A Worthwhile Study To Understand What It Is About The Method Or Preservice Training That Support Teachers In Their Knowledge And Understanding Of Child Development In Pre-Primary Level. In The Indian Context, With The Indian Education System Being On The Brink Of Major Changes Based On The Criteria Of The National Education Policy 2020 And Its Implementation, The Training Of The Teachers To Strengthen The Foundational Level (3- To 8-Year-Olds) Is The Only Way To Ensure That The Classroom Transactions Match The Expectations. Immediate Action In The Ecce (Early Childhood Care And Education) Will Ensure That India Witnesses A Dominos Effect In A Positive Way In Education, Where Children-Driven Developmentally Aligned Education Will Be Available.

References:

- Singh, Renu And Protap Mukherjee (2019) Effect Of Preschool Education On Cognitive Achievement And Subjective Wellbeing At Age 12: Evidence From India. Compare: A Journal Of Comparative And International Education, 49: 723 - 741.
- Ankita Mota, Kunal C. Oswal, Dipti A. Sajnani And Anand K. Sajnani (2016) Oral Health Knowledge, Attitude, And Approaches Of Pre-Primary And Primary School Teachers In Mumbai, India, Scientifica, Vol. 2016, Article Id 5967427, 8 Pages.
- Nirmala Rao (2010) Preschool Quality And The Development Of Children From

- Economically Disadvantaged Families In India, Early Education And Development, 21:2, 167-185, Doi: 10.1080/10409281003635770.
- Cristina D. Vintimilla & Veronica Pacini-Ketchabaw (2020) Weaving Pedagogy In Early Childhood Education: On Openings And Their Foreclosure, European Early Childhood Education Research Journal, 28:5, 628-641, Doi:
- Hemmeter Ml, Santos Rm And Ostrosky Mm (2008) Preparing Early Childhood Educators To Address Young Children's Social-Emotional Development And Challenging Behavior: A Survey Of Higher Education Programs In Nine States. Journal Of Early Intervention. 2008;30(4):321-340.
- Ashokan, Varun And Monu Singh Gurjar (2020) "Transnational Perspective And Practices In Early Childhood Education."
- Janet Soler & Linda Miller (2003) The Struggle For Early Childhood Curricula: A Comparison Of The English Foundation Stage Curriculum, Te Whāriki And Reggio Emilia, International Journal Of Early Years Education, 11:1, 57-68, Doi:
- Ingrid Pramling Samuelsson & Maj Asplund Carlsson (2008) The Playing Learning Child: Towards A Pedagogy Of Early Childhood, Scandinavian Journal Of Educational Research, 52:6, 623-641, Doi: 10.1080/00313830802497265.
- Rao, N., J. Sun, J. M. S. Wong, B. Weekes, P. Ip, S. Shaeffer, M. Young, M. Bray, E. Chen, And D. Lee (2014) Early Childhood Development And Cognitive Development In Developing Countries: A Rigorous Literature Review. Department For International Development.
- Boyden, Jo, Andrew Dawes, Paul Dornan, And Colin Tredoux (2019) Early Childhood: The Essential Foundation. In Tracing The Consequences Of Child Poverty: Evidence From The Young Lives Study In Ethiopia, India, Peru And Vietnam, 1st Ed., 49–72. Bristol University Press, 2019.
- Kollian, Chris. "Well-Being Of Pre-Primary Students In India." (2018).
- Reetu, Chandra, Gulati Renu, And Sharma Adarsh. "Quality Early Childhood Care And Education In India: Initiatives, Practice, Challenges And Enablers." *Asia-Pacific Journal Of Research In Early Childhood Education* 11.1 (2017): 41-67.
- Marcon, Rebecca A. "Moving Up The Grades: Relationship Between Preschool Model And Later School Success." *Early Childhood Research & Practice* 4.1 (2002): N1.
- Brauner, Cheryl Boydell, And Cheryl Bowers Stephens. "Estimating The Prevalence Of Early Childhood Serious Emotional/Behavioral Disorders: Challenges And Recommendations." *Public Health Reports* 121.3 (2006): 303-310.
- Marcon, Rebecca A. "Moving Up The Grades: Relationship Between Preschool Model And Later School Success." *Early Childhood Research & Practice* 4.1 (2002): N1.
- Sun, Jin, Nirmala Rao, And Emma Pearson. "Policies And Strategies To Enhance The Quality Of Early Childhood Educators." *Background Paper For Efa Global Monitoring Report* (2015).
- Allen, L., And B. B. Kelly. "Child Development And Early Learning: A Foundation For Professional Knowledge And Competencies." *The National Academies Of Sciences, Engineering, And Medicine* (2015).

Woman Leadership and Political Participation

Avulapalle.Babu,

Department of Economics

Final year student

S.V.C.R.Govt. Degree College,

Palamaner – 517408

Chittoor District.

Abstract:

Despite significant progress, women remain underrepresented in political leadership positions globally. This underrepresentation limits democratic representation and hinders effective policymaking that addresses women's needs and concerns. Enhancing women's political participation is crucial for achieving gender equality, promoting sustainable development, and fostering more inclusive and responsive governance. This abstract explores the challenges and opportunities related to women's leadership and political participation, including legal and social barriers, the impact of quotas and affirmative action, and the importance of education, empowerment, and public awareness campaigns in advancing women's political leadership.

Key words :

* Gender Equality: This is the fundamental principle underlying the issue, emphasizing the need for equal opportunities and rights for women in all spheres of life, including politics.

* Political Representation: This refers to the extent to which women are represented in elected and appointed positions at all levels of government.

* Empowerment: This encompasses the process of increasing women's capabilities and agency to participate fully in political and social life.

* Leadership: This focuses on the qualities and skills necessary for women to effectively lead and influence political decision-making.

* Quotas: This refers to policies that reserve a certain number of seats or positions for women in government, aimed at increasing their representation.

Woman Leadership and Political Participation :

Introduction:

Women's leadership and political participation are critical for achieving gender equality and fostering inclusive and effective governance. Despite significant progress in recent decades, women remain underrepresented in political leadership positions globally. This underrepresentation limits democratic representation, hinders effective policymaking that addresses women's needs and concerns, and perpetuates systemic inequalities. This paper will explore the key challenges and opportunities related to women's leadership and political participation, examining the factors that hinder women's advancement and the strategies that can be employed to enhance their representation in political decision-making.

Challenges to Women's Political Participation :

Numerous barriers hinder women's full and effective participation in political life. These challenges include:

- * **Socio-cultural Norms and Stereotypes:** Deeply ingrained societal norms and stereotypes often confine women to the domestic sphere and limit their aspirations for political leadership.

- * **Economic and Social Disadvantage:** Women often face significant economic and social disadvantages that limit their access to education, resources, and networks necessary for political advancement. Poverty, lack of access to quality education.

- * **Violence and Intimidation:** Women in politics are disproportionately subjected to violence, harassment, and intimidation, both online and offline. This can deter women from entering or remaining in politics and create a hostile environment that discourages their participation.

- * **Legal and Institutional Barriers:** Discriminatory laws and regulations can create legal and institutional barriers to women's political participation.

women political leaders world wide :

- * **Indira Gandhi (India):** First and only female Prime Minister of India, serving for three terms.

- * **Margaret Thatcher (UK):** The first female Prime Minister of the United Kingdom, known for her conservative policies.

- * **Golda Meir (Israel):** The first and only female Prime Minister of Israel.

- * **Angela Merkel (Germany):** Served as Chancellor of Germany for 16 years, the longest-serving post-war German leader.

- * **Ellen Johnson Sirleaf (Liberia):** The first elected female head of state of an African country.

- * **Michelle Bachelet (Chile):** The first woman to be elected President of Chile, serving two terms.

- * **Jacinda Ardern (New Zealand):** Known for her progressive policies and leadership during challenging times.

- * **Sanna Marin (Finland):** Became the world's youngest serving head of government when she was appointed Prime Minister of Finland.

Indian women political leaders :

- * **Indira Gandhi:** The first and only female Prime Minister of India, serving for three terms. A towering figure in Indian politics, she navigated complex national and international challenges.

- * **Sonia Gandhi:** President of the Indian National Congress for many years, wielding significant influence within the party and Indian politics.

- * **Mamata Banerjee:** Chief Minister of West Bengal, known for her strong regional leadership and political acumen.

- * **Nirmala Sitharaman:** Current Minister of Finance and Corporate Affairs, a prominent figure in the current Indian government.

- * **Sushma Swaraj (deceased):** Former Minister of External Affairs, known for her diplomatic skills and strong leadership.

- * **Priyanka Gandhi Vadra:** A prominent leader in the Indian National Congress, actively involved in political campaigns and social causes.

- * **Smriti Irani:** Current Minister of Women and Child Development, known for her political career spanning various portfolios.

References:

UN Women. (n.d.). Facts and figures: Women's leadership and political participation. Retrieved from

Inter-Parliamentary Union. (2023). Women in national parliaments, as of 1 January 2023.

Parliamentary Assembly of the Council of Europe. (March 2021). Enhancing participation of women from under-represented groups in political and public decision-making.