

Study on Social Perception Towards Women's Empowerment

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Abstract: *Women have experienced several injustices since the Vedic era, including gender discrimination, reduced independence, etc. The society's criticism of women was unnecessarily harsh and claimed that females are weaker and less competent than males. But as the social, legal, and economic landscape changes, women now have the freedom to move around and other rights that ensure their equality. Women are now acquiring equal rights and using them to establish themselves or improve their reputations. Women are now more effective in every field, including leadership and the financial sector. This study looks at how women are behaving in society today and how they are contributing to the growth of various industries.*

Keywords: Gender, view of society, women's performance, and women's empowerment

I. INTRODUCTION

The advancement of women is crucial for achieving national success. Government and non-government organisations place a strong emphasis on education, employment, and entrepreneurship because they are key elements in advancing women's social status. In the past, women had to put up with discrimination and social pressure in order to live. A male-dominated society places limited living limitations on women in emerging nations or in developing states, and their impression of women as weak and incapable harms their image. The evolving social standards, however, push women to show off their potential and image. The best tool they now have for advancing and battling these evils is education. Possibilities for employment are a ladder to the highest ceiling and a journey towards success. Women gain confidence, more alternatives, the ability to participate in decision-making, and more access to and control over resources through education. Because it fosters a competitive or favourable environment, educating women is essential for economic success. Due to low salary and few job options in the past, women experienced discrimination at their places of employment. However, given their current level of education, they are able to create a new social identity that is vastly different from their historical one. The woman is less inclined to adopt a professional persona as a result of these conditions. Additionally, cultural barriers keep girls from pursuing higher education.

Women's empowerment refers to societal changes that increase public awareness of their advancement. Several factors affecting the development of women

- a) A low literacy rate and a high degree of education.
- b) Excellent general health
- c) Maximum marriageable age.
- d) The representation of women in business.
- e) Financial and non-financial support for independent work.
- f) More clout in politics.
- g) Details on their legal rights.
- h) The autonomy, dignity, and respect of women.

II. REVIEW OF LITERATURE

Erika ZoellerVéras (2015) has studied female entrepreneurship, the growth of women's businesses, and the potential for creating shared value. Enterprise expansion is a key component of gender strategy and may have a substantial impact on women's empowerment and gender equality. Therefore, it is essential to understand these issues as a whole. There is, however, a paucity of research on the integration of the ideas. Despite the fact that women have made more progress in

entrepreneurship than men do, they still have less access to funding, education, and legal safeguards. Consequently, the framework was made. They also have little access to economic opportunities.

The negative aspects of India's diversity and rich heritage have been examined by Kumuda (2014). If women are revered as the Goddess, then "sati"—a mute witness, oppressed women who have come a long way—has also existed. Even while the issue is becoming worse, some aspects—like the cost of college and sexual harassment—can be scary. There have been a lot of women who have overcome challenges, and there will be a lot more. The neighbourhood would gain from women teaching. And with this day dedicated to women's empowerment, our country can achieve its goal. a wish to make it look as beautiful as it once did. to reclaim one's "golden peacock" status.

Women's empowerment is crucial for enhancing women's access to resources and their capacity to make informed life decisions, according to Pankaj Kumar's (2014) evaluation. Indian society has a reputation for being dangerous for women, nevertheless. In actuality, the larger number of crimes against women shows that our society is coerced and that we live in a culture of subjugation. Clearly, the word "safety" has lost its relevance in modern Asia. In Asia, men are often normatively reified whereas women are traditionally undervalued. According to the World Economic Forum's Global Gender Gap Report, Asia ranks 114th out of 134 other countries in the world for gender disparity in the workplace, public policy, health, and education. India was ranked 127th in terms of comparable economic opportunities and women's participation in the workforce, and 122nd overall. Women are substantially less likely to be employed than men are in both rural and urban regions, particularly in large cities. In addition to education, only half of women are normally literate, which is still below the male literacy rate (three-fourths of the population are literate).

Women's education, according to Manav Aggarwal (2014), is the best tool for acquiring influence in society. It helps to lessen inequality and gives them a better place within the family. Everyone needs training, as you are aware; nevertheless, in this society dominated by men, women's training has been neglected for a very long time. The human condition will be improved by empowering women, in addition to guaranteeing that they have the same status, opportunities, and social, economic, and legal rights as adult males, as well as the right to health insurance and protection from gender-based violence. This study looks into the status of women's training in Asia and the role education plays in empowering women. It indicates that the most significant component of every woman's life is her education.

According to Eswaraiiah (2014), the empowerment of women has caught the attention of both government and non-government organisations, social scientists, social activists, academics, and researchers all over the world, particularly in developing nations like Asia. The government periodically develops and implements a number of projects and activities to lessen the suffering of Indian women. One of these programmes is the self-help class, which emphasises the growth of the individual as well as group effectiveness and the forefront of societal progress. This study offers an empirical analysis of how self-help organisations have empowered women in Andhra Pradesh's disaster-prone Ananthapuramu region. According to the study's findings, SHGs have a positive influence on women's empowerment, notably in the areas of social status, economic empowerment, and decision-making on a variety of family issues.

India has the second-largest population on earth, claims Rupali Sharma (2014). Women make up about 49% of the population overall. Even still, it is clear that the situation for Indian women is far from ideal when compared to that of women in other countries. In general, there were several barriers to success for Indian women, such as illiteracy, domestic abuse, a lack of motivation and support, among many others. In India, men traditionally make up the majority of the population. Men and women must stand shoulder to shoulder in order for the nation to prosper harmoniously. Additionally, higher education will be essential for empowering women.

Native Indian women make up about half of the population of India, and they provide both direct and indirect economic contributions, according to Manisha Raj (2014). Since the beginning of time, almost all of their financial contributions have gone unrecognised, and their humble suppliers have been ignored. It is time to acknowledge the contribution that women make to the growth of an economy and to take the required measures to include both urban and rural women with and without formal education in the development process. However, a recent trend has been noticed, and they are now gravitating towards IT/ITES, Apparel/Accessories, and Food & Beverages. Generally speaking, it is acknowledged that females are increasingly involved in small-scale commercial activities as internet marketers. Women workers used to be mostly employed in the agricultural industry, but they are currently making significant progress in the service industry as well. To improve the status and role of women, the government has established a number of schemes.

Stephanie Cornwall (2014) This paper uses the findings of a multi-country study programme, "Pathways of Women's Empowerment," to explore ways that women's lives can improve under various conditions and to offer recommendations for policy and practise. It begins with a description of the evolution of women's empowerment, outlining some key ideas that have shaped feminist bridal thought in combination with empowerment and fitness.

According to research by Jos Vaessen (2014), during the past three generations, microfinance activities have expanded globally, providing specialised financial services to tens of thousands of low-income people. Instead than being a specific method, microfinance manifests itself most effectively as a field of involvement. Microfinance was once primarily associated with microcredit for working capital and small purchases, but it has since expanded to include savings/deposits, a small range of micro-insurance and payment services (including microleasing), and a slightly wider range of credit products for bigger investments. The majority of microfinance projects worldwide—and the focus of this study—are microcredit programmes. The lives of clients and others have been impacted in a variety of ways by microcredit initiatives. Cash flow, smoothing of expenditures, poverty alleviation, company expansion and employment, education, and women's empowerment are some of the most frequently mentioned effects of credit at the individual, business, and family levels. Despite the variety of microcredit programmes, many of them have two things in common: they favour underprivileged women and occasionally use group-based financing. In the context of this microcredit initiative, the empowerment of women in connection to microcredit has received extensive study. The majority of these research have been carried out in South Asian countries as part of microcredit class programmes. It has been suggested that microcredit can support improvements in women's social status, power dynamics within the family, and individual attitudes (such as increased self-reliance). Control over household spending by women is a key component of empowerment. The main presumption is that by giving disadvantaged women access to credit, their direct influence over household spending will increase, eventually having an impact on women's status, well-being, and other household customers. We may evaluate whether microcredit targeted at women influences women's control over household spending decisions and under what circumstances this occurs by looking at the commonly studied element of women's control over household spending within the framework of microcredit.

According to Oriana Bandiera's (2014) research, women in developing countries have less power than women in developed countries. High rates of adolescent unemployment, early marriage, and motherhood limit the investment of human capital and enforce male addiction. In this study, we look at a programme to support teen girls' empowerment in Uganda, the second-youngest country in the world. Young women acquire professional training as well as information on sex, relationships, and marriage through this two-pronged input. After a few years, compared to teenagers in other areas, the input raises females' likelihood of engaging in income-generating activities by 72% (mostly due to greater participation in self-employment) and raises their monthly intake expenditures by 41%. Adolescent pregnancies fall by 26%, while early marriage and cohabitation fall by 58%. Notably, while optimum marriage and childbearing ages similarly rise, the percentage of women who report being sexually attacked against their will declines from 14% to roughly 50%. It contends that the availability of professional and life skills, which are not particularly constrained by insurmountable barriers brought on by binding interpersonal conventions, might hasten women's financial and interpersonal empowerment.

WOMEN'S ECONOMIC STATUS IN INDIA

The economic standing of women in India has greatly improved, changing the nation's look. In every area of the Indian economy, women are employed. The advancement of the national economy is facilitated by the involvement of women in the workforce. The rise of women in both organised and unorganised economic sectors is a sign that their financial situation has improved. Women are motivated to pursue careers by the possibility of employment or involvement in the labour force. According to data from the 2011 Census, the percentage of women who are in the labour force in urban areas is 25.51 percent, compared to 53.26 percent for men, and the percentage of women in rural areas is 30.02 percent, compared to 53.03 percent for men. In contrast to metropolitan areas, where the ratio of working women to working men is 14.7 to 5, there are 24.8 working women for every 54.3 working males in rural areas.

In an effort to support women, a number of groups have developed programmes and initiatives for them, such as The Bank of Punjab's "Women Entrepreneurship Financing Scheme" for startup capital. childcare facilities, bakeries,

restaurants, catering, furnishings, interior design, stores, fitness centres, event management, educational institutions, driving schools, and any other lucrative enterprises. These are the project provisions:

Some businesses, including WEAVCO, MARKFED, and MILKFED, establish branches in order to grow. Despite the aforementioned, the RashtriyaMahilaKosh (RMK) scheme was established to provide microfinance to female entrepreneurs. RCS, Punjab, and Chandigarh will introduce a programme to offer women microloans via PACS up to Rs. 25,000 on the basis of personal guarantees. PACS will be able to refinance against CCB-based loans provided to women. It also developed training initiatives so that women could master particular production skills. The government or a semi-government organisation pays for all trainings at PICT and in the field.

III. CONCLUSION

The society improves women's life in a number of ways, including by giving them access to education and allowing them to travel. Getting an education is essential for acquiring the skills needed for female advancement. Women's changing roles impact the economic environment and foster a competitive environment where they can assert themselves. The education standard is a focus for both the government and non-governmental organisations (NGOs) since it is essential for all of India to adopt change. The modern woman has decision-making abilities and a position of significant influence in both the financial and political arenas. Due to the negative attitudes of society, women in rural and semi-urban areas are discouraged from advancing.

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