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Rural Women Empowerment and Entrepreneurship

Prof. Vaishali R. More

Department of Home-Economics,
Smt. Sindhutai Jadhav Art and Science College, Mehkar

Introduction :

Women Entrepreneurship and women empowerment are considered as an important tool in eradicating poverty and unemployment. Now a day's women empowerment has become a buzzword. 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. Empowerment of women may not be feasible just by creating employment opportunities for them. The need of the hour is to inspire them to set up their own enterprises. Women owned businesses are a highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. At present, the government of India has come up with various welfare programs to transform colossal women force into an effective human resource for overall development of economy. This paper highlights the problems and opportunities of women entrepreneurs in India

Status of Rural Women in India :

Women used to command acute power and importance in our ancient culture, The proof of this fact can be found in all the scriptures and even our mythological stories. That shows how Indian civilization had revered the female form. Things have not remained the same in last few decades or even centuries. The social fabric has acquired completely new dimensions. The women are considered less powerful and important than men. About 73 per cent of the households belonged to rural India and these accounted for nearly 75 per cent of the total population.

About 64 per cent of rural males and 45 per cent of rural females were literate. But, when vocational skills are considered, Only about 10 per cent of male and 6.3 per cent of female workers possessed marketable skills (NSSO, Report No. 517). A multi-faceted approach, which includes literacy, hygiene and moral training, and skills training to improve their productivity, can give

rural women the tools to help uplift their communities. The training and skill development among rural women would be mainly pertaining to farm forestry, papad making, sewing, cooking, sanitary pads making and so on. Women in rural India often face abusive situations related domestic violence, physical and mental torture wife-beating, sexual abuse, and so forth. It is also realized that women face resistance in participating in training program due to sharing of responsibilities at family level. They also face barriers due to bias and discriminatory behavior prevailing in society.

Skill development and rural women Entrepreneurship :

- The Ministry of Skill Development and Entrepreneurship has been created to fulfill the vision of a Shelled India where human resource development is in primary focus. This one is a revised version of. program launched earlier under the skill development policy 2009.
- This new program called Skill India', is supposed to be a multi-skill program The Ministry will be responsible for coordination with all concerned for evolving an appropriate skill development frame. work, removal of disconnect between the demand for and supply of skilled manpower through vocational and technical training, skill up-gradation, building of new skills, innovative thinking and talents not only for the existing jobs but also the jobs that are to be created.
- The Ministry will also play a lead role in ensuring the implementation of the National Policy for Skill development and Entrepreneurship

Opportunity for Rural Women to be Entrepreneur and Entrepreneurship :

The concept of Women entrepreneurship" is becoming a global phenomenon and in India it became prominent in the latter half of the eighties. Now women's entrepreneurship has been recognized as an important untapped source of economic growth. India is a land of enterprises, where almost 70 percent of the population is still self-employed and some place this estimate as high as 80 percent. An entrepreneur is a



person who is able to scan the environment, marshal resources and implement actions to bring into existence a commercial venture, which can initiate and establish large, medium or small enterprises, 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.

Her contribution is to highlight how women successfully become entrepreneurs by managing their personal and professional life and how family support plays role in their empowerment. "Women Entrepreneur" is a empowerment. "Women Entrepreneur" is a person who accepts challenging role to meet her personal needs and become economically independent The Government of India has defined women entrepreneurs as an enterprise Owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women.

In the simplest sense, women entrepreneurs are those women who have the lead and organize the business or industry and provide employment to others Entrepreneurship development among rural Women helps to enhance their personal capabilities and increase decision making status in the family and society as a whole. Keeping in view the importance of the power, authority and strength to be a successful women entrepreneur. A women has to have some skills which is the local area of interest of government of India at present.

Rural Women Face to Achieve Skill Development at all Fronts :

The main challenges faced by rural women achieve skills are at administrable level, socio-economic background, political etc. Some of the challenges faced by rural women are as follows :

1. **Lack of Confidence** : Due to differential socialization social norms, morals in the family rural women lack confidence, support, and decision making powers needed for the growth of an entrepreneur. Decision making power related to business activities is less due to economic dependent and domination of male headed society.
2. **Dual Responsibility** : With the dual roles as, wife and mother women unable to manage

the enterprise Effectively because of lack of time, concentration and overburdened personal obligations.

3. **Finance Problem** : There is no sufficient fund to execute enough program to meet numerous political and our rural areas. The multiplicity of schemes is not adequately listed nor is there networking among agencies. As a result, clients approaching one institution are not made aware of the best option for their requirements.
4. **Illiteracy Among Rural Women** : The literacy rate of women in India is found at low level compared to male population. The rural women are ignorant of new technology or unskilled. They are often unable to do research & gain the necessary Training. The uneducated rural women do not have knowledge of measurement and basic accounting.

Need of Training and Development :

Indian families and society provide training to a girl to make her as a good wife rather than to uplift her as an entrepreneur she is not allowed to develop network with other business men, which is considered as a sin and bad culture.

Need of Skills Development for Rural Women :

- Therefore, when developed countries will be struggling with shrinking domestic Demand and manpower shortages. As compared to western economies where there is a burden of an ageing population, India has a unique 20-25 years window of opportunity called the "demographic dividend".
- "This "demographic dividend" means that a compared to other large developing and developed countries, India has a high proportion of working age population vis-à-vis its entire population".
- Talking about rural women, rural women are often concentrated in handicrafts, basic food processing and sale which are traditionally considered to be women's domain. Women also show a propensity to pursue micro-enterprise and homestead farming activities.

Skills training, increased growth, productivity and innovation, in particular for the informal sector are linked with poverty reduction. Skills development improves output, quality, diversity and occupational safety and improves health, thereby increasing income



and livelihoods of the poor. It also helps to develop social Capital and strengthens knowledge about informal sector associations, rural organizations and governance. According to human capital theory, the better educated the agricultural labor, the higher their productivity. The paper talks about the status of rural women and the problems faced by them; simultaneously the paper gives an insight into the need of skill development and challenges faced by women entrepreneurs.

NGO s Credit Schemes :

Suggestions for Development of woman entrepreneur in India

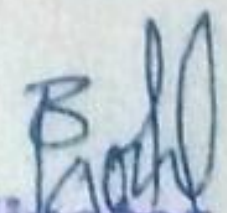
- The first and foremost priority should be given to the education of women which the grassroots problem. Hence educate for women has to be paid special attention.
- Government should provide separate financial aid to women entrepreneurs, that they do not face any difficulty in setting up their organization.
- Special infrastructural facilities should be provided to help women in establishing their enterprise easily and quickly.
- Training programs specially directed at women entrepreneurs should be conducted to enhance their entrepreneurial skills and abilities which help them in day to day functioning of business
- Top ranking women entrepreneurs must be felicitated so that more women are encouraged and motivated to pursue such careers
- organization of fairs, exhibitions and workshop for women entrepreneurs which will help them to connect with each other and share ideas and problems. It will also provide guidance to new

women entrepreneurs who can take help and suggestions from their already established counterparts.

- Making provision for marketing and sales assistance so that women entrepreneurs are not cheated by middle man.
- Counseling through the aid of committed NGO's psychologists, managerial experts, and technical personnel should be provided to existing and emerging women entrepreneurs.
- Women should be allowed to work and should be provided enough safety and support to work. They should be provided

This is positive sign for the development of women entrepreneurship. The women of today I have the capability to analyses, organize and mobilize the surrounding situation for social transformation. Because of participation in social activities, leadership qualities and technical skills are developing in women. Of late, service sector has played a significant role in providing employment opportunities to women. Besides, lot of measures have been taken to promote women entrepreneurship in urban, semi-urban areas. But it is observed that women from the rural background can establish business units in those areas where they have core competency. Rural women need more avenues of skill development to prove their competency in the areas of entrepreneurship such as cottage industries, handicrafts making etc. Women who do not feel comfortable to work in their houses, uses their core competency by becoming entrepreneurs. The present study is based on the secondary data with regard of need of women's skill development. An attempt has been made to know what are the hurdles which rural women face to achieve skill development at all fronts




Coordinator - IQAC
Smt. Sindhutai Jadhao College
Mehkar, Dist. Buldana