

20.

Women Empowerment in Rural Region of Madhya Pradesh

Manisha Pipariya¹

ABSTRACT

Women are regarded as better half of the society. In traditional Indian societies, they were confined to four walls. In modern society, they have come out of four walls to participate in all types of activities including entrepreneurship. In India, empowering women through entrepreneurship has become an integral part of our development efforts because of 3 important reasons viz., women development, economic growth and social stability. Present study is conducted to explore the “Women Empowerment of Rural Region of Indore” in terms of Economical, Socio-Cultural, and Psychological Empowerment of rural women entrepreneurs. The study is conducted in rural region of Indore, and it is found that there exists the significant impact of entrepreneurship on women empowerment. Empowerment is the critical driver for development of economic growth. The economic empowerment, psychological empowerment, and socio-cultural empowerment will lead towards the growth of nation.

Keywords: Women Empowerment, Entrepreneurship, Economic Empowerment, Socio-culture Empowerment, Psychological Empowerment.

INTRODUCTION

Women Empowerment has emerged out as a very important issue in recent times. Women Empowerment is the need of the hour because it is necessary to provide authority to the people (women) who have many responsibilities for a better and improved country. The study examines that can entrepreneurship be a tool for empowerment of women from the rural region of Madhya Pradesh. Entrepreneurship provides economic and psychological growth for the women which results in the women empowerment which in turn leads towards the growth of the nation as a whole. This study shows the various dimensions of empowerment through which it can be measured.

Empowerment is based on the idea that giving people skills, resources, authority, opportunity, motivation, as well as holding them responsible and accountable for outcomes of their actions will contribute to their competence and satisfaction. Empowerment refers to increasing the spiritual, political, social, or economic strength of individuals and communities.

¹Research Scholar, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Email Id: manishapipariya@svvv.edu.in

Women empowerment in simple words refers to the creation of an environment where women can take independent decisions related to their personal development as well as have equal rights in comparison to the other members of the society. Knowing the basic definition of empowerment now women empowerment can be defined as the process of increasing their capacity to make choices and to transform those choices into desired actions and outcomes. Empowerment of women means making women economically independent, self-reliant, confident and positive in attitude. Four of the main processes that could lead to women's empowerment, as defined by the IFAD evaluation, were changes in women's mobility and social interaction, changes in women's labour patterns, changes in women's access to and control over resources, and changes in women's control over decision-making.

NEED AND IMPORTANCE

Women Empowerment is very important in today's era. Louisa May Alcott, an American Novelist says, "When women are the advisors, the Lords of creation don't take the advice till they have persuaded themselves that it is just what they intended to do; then they act upon it and if it succeeds, they give the weaker vessel half the credit of it; if it fails, they generously give herself the whole." In India, it has been the main agenda for both government and Non-government organisations since 1990s. Women empowerment is a need for bringing positive change in the society and to make the effective growth of nation. Women and girls do not enjoy equal access to resources, opportunities or political power in most regions of the world. If poverty has to become history, the discrimination and gender inequality has to be tackled. To make the society and nation free from all the flaws, it is necessary that each and every member contributes equally, and this can happen only when the women are empowered. The women should have equal authorities, rights, access and control over the resources. So empowerment of women will give new workforce to society.

Present Scenario

Many women self-help groups in rural India have motivated thousands of uneducated women to work in community to achieve financial independence. Micro-enterprise development related to livestock management activities like dairy farming, poultry farming, livestock feed production and production of vermi-compost using the animal waste can be an important area in which women can utilize both their technical skills and raw materials from the farms and livestock to earn substantial income. Krishi Vigyan Kendras (KVK) do provide training to women farmers in agriculture and allied agricultural activities like cultivation of organic vegetables, flowers, oil seeds and seed production, which are some of the areas besides mushroom growing and bee keeping, dehydration of fruits and vegetables, canning or bottling of pickles, chutneys, jams, squashes and other ready to eat products. Training and awareness of the technology through expo visits, village meetings, field visits to women farmers do help. ITIs and NGOs hold programs related to household based operations like knitting, stitching, weaving, embroidery, bakery, food preparation and preservation.

Now, the need of the hour is to provide knowledge regarding accessibility to loans available from various funding agencies, procedure regarding certification, awareness on government welfare programs, motivation, technical skills and support from family, government and other organizations. Support and assistance required by unemployed women can be achieved through discussion with groups of women and interaction with officials of concerned departments, village panchayats and NGOs.

Ministry of Human Resource Development, Department of Women and Child Development, Government of India has circulated the National Policy for the empowerment of women 2001 for implementation. The goal of this policy is to bring about the advancement, development and empowerment of women.

Women Entrepreneurship in India

With the changing socio-cultural environment and increasing educational opportunities, women became aware of their potential to develop entrepreneurial skills. These socio-cultural changes, along with the eagerness of a spectrum of non-governmental organizations (NGOs) to associate with women entrepreneurs, have played a key role in the emergence of female entrepreneurship over the past few decades. Even though gender equality and equal opportunity are constitutional rights in India, different standards of behavior for men and women still exist, including in the work environment. In rural areas, female participation in employment outside the home is in fact viewed as slightly inappropriate, subtly wrong and definitely dangerous to chastity and womanly virtue (Dube & Palriwala, 1990). Because of these societal standards and beliefs, female entrepreneurship in India is a comparatively nascent phenomenon.

Kumar (2006) and Khanka (2010) have reported that Indian women have started becoming entrepreneurs in sizeable numbers only recently, partly due to the formation of various self-help groups (SHGs), support from NGOs, higher levels of education and economic liberalization. However, despite all this support for women, female entrepreneurs are still far from at par with men in India. Women Empowerment has become a much important issue in today's era after realizing its effect and importance. Many governmental and non-governmental organizations have been working for the projects through which women can be empowered. In India, policy has been formed for women empowerment. Government and non government organizations can be powerful partners in bringing a transformative push for improvement in women empowerment.

REVIEW OF LITERATURE

Mathew and Panchanatham (2011) studied the work-life balance of women entrepreneurs in South India which incorporates the results of an empirical analysis of the work-life balance issues faced by the women entrepreneurs of South India. The prominent work-life balance issues that they face are role overload, health maintenance problems, poor time management, dependent care issues and lack of

sufficient support networks. The complexity of these issues poses very specific demands on the individual's role system. As the work roles of women entrepreneurs and their personal and familial roles quite often contradict each other, these women struggle to strike a balance between work and personal life. As a result, work-life imbalances and conflict have become a common feature of the lives of many aspiring Indian women entrepreneurs.

Upadhye and Madan (2012) conducted a research on Entrepreneurship and Women Empowerment: Evidence from Pune City which entails that women from the lower strata of the society, though educated, are unable to find employment in urban India. The study considers women from such lower strata of society turning into entrepreneurs. The study portrays a picture of transformation in the personality, economic and social status of women from the lower strata of the society. The study concludes that there is a marked change in the personality, the economic and the social status of these women.

Adegun and Komolafe (2013) studied entrepreneurship education and youth empowerment in contemporary Nigeria which is concerned with the unemployment problem of the youth of Nigeria and discussed the concept of entrepreneurship education and youth empowerment, the youth empowerment strategies, constraints to entrepreneurship education in Nigeria and ways of promoting entrepreneurship among Nigerian youths. It was recommended among others that the entrepreneurial concept should be integrated into the school curriculum from elementary school to post-secondary education.

Matthias and Tertilt (2011) examine the link between female empowerment and economic development from the perspective of economic theories of household decision making. It is concluded that the same model does not apply to all the women, hence, the result may be completely opposite in terms of different women. Bezzina (2010) studied the characteristics of Maltese Entrepreneur, which is based in Malta seeks to characterize the personality/psychological profile of Maltese entrepreneurs (business owners and self-employed persons) and employed managers. The characteristics investigated in this study are the need for achievement, locus of control, tolerance towards ambiguity, self-confidence, creativity/innovativeness, risk-taking propensity and self-sufficiency/freedom. It also attempts to determine which of these characteristics can adequately distinguish between entrepreneurs and managers.

Malhotra (2002) measured Women's Empowerment as a Variable in International Development which is concerned with the steps of analyzing and measuring the women's empowerment through different indicators. This paper is a first step in the attempt to outline the most promising methodological approaches for measuring and analyzing women's empowerment. Considering it as a complex concept, the study provides an indication of the different ways in which empowerment has been conceptualized.

Gompers, Kovner, Lerner & Scharfstein (1992) conducted a research which examined the role that skill plays in the success of entrepreneurs and venture capitalists. Results indicate that skill is an important determinant of success for entrepreneurial startups. Successful serial entrepreneurs are more likely to replicate the success of their past companies than either single venture entrepreneurs or serial entrepreneurs who failed in their prior venture. More experienced venture capital firms are also shown to have higher success rates on their investments. The results in this paper also highlight the role of venture capital skill in identifying talented entrepreneurs and attractive markets.

Liang, Chyi-lyi and Paul (2010) did the study of entrepreneurs and entrepreneurship which has resulted in a great deal of information about who are entrepreneurs and how entrepreneurship impacts their behavior. This paper presents additional insight into who entrepreneurs are and how their characteristics relate, and how those relationships might impact their behavior. Researchers have studied selected entrepreneurial characteristics. In general, researchers believed that optimism is one of the entrepreneurial characteristics, and have described optimism in terms of seeking independence, being in control, being creative and willing to take risks.

Agarwal (2010) studied women-empowerment through women entrepreneurship where it is found that which enterprise is appropriate for those women entrepreneurs who are having problem outside home due to family responsibility or their culture. They can start this venture inside their home. There is no boundation of caste or marital status or age on these entrepreneurs. The reason may be that they have to deal female customers. It is found that as age increases, exposure and expertise in the field increase which in turn an increases further investment and profit. Thus, we can see how this venture can be used as important tool for empowering women.

OBJECTIVES

Primary Objective

To study the impact of entrepreneurship on Women Empowerment in Rural Region of Indore.

Secondary Objectives

1. To study rural women entrepreneurs' Economic Empowerment.
2. To study rural women entrepreneurs' Psychological Empowerment.
3. To study rural women entrepreneurs' Socio-Cultural Empowerment.

HYPOTHESES

H₀: Entrepreneurship has no significant impact on Women Empowerment.

H_A: Entrepreneurship has significant impact on Women Empowerment.

RESEARCH METHOD

Design

This research is based on the descriptive study. Descriptive research is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred. Rather it addresses the "what" question (What are the characteristics of the population or situation being studied). The study will be a field research.

Sample

1. Sampling technique used for this study which is non-probability sampling includes quota sampling that refers to the sampling where the population is segmented into mutually exclusive sub-groups.
2. Sample size is of 30. The number of questionnaires to be filled for the study are 30.
3. Sample Respondents are the Rural women entrepreneurs who belong to the rural region of Indore city.

Data Collection Tools and Scaling

The nature of the data is primary.

Data collection tool that is used for the present study is a Questionnaire. A questionnaire can be defined as the structured technique for the data collection that consists of a series of questions designed to extract specific information. In this study, data analysis is done through **Reliability Test, Percentage Analysis, Correlation and Regression**.

DATA ANALYSIS

1 Reliability Test

Table 1: Case Processing Summary

	N	%
Valid	25	100.0
Cases Excluded ^a	0	.0
Total	25	100.0

a. List-wise deletion based on all variables in the procedure.

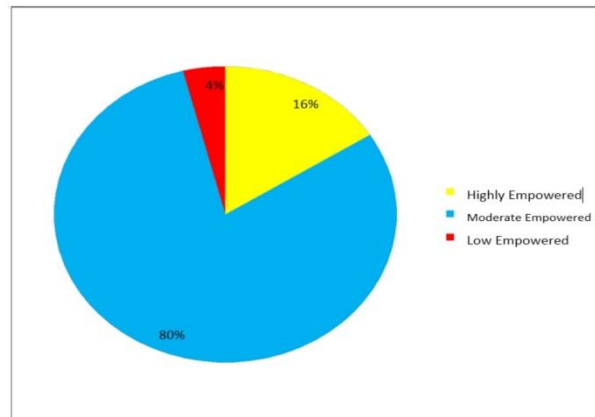
Table 2: Reliability Statistics

Cronbach's Alpha	N of Items
.664	21

This measures the overall consistency of the items that are used to *define* a scale. Since alpha value lies near one that is .664, therefore data is considered to be adequate.

5.2 Descriptive Analysis

5.21 Measuring Empowerment



Pi-Chart

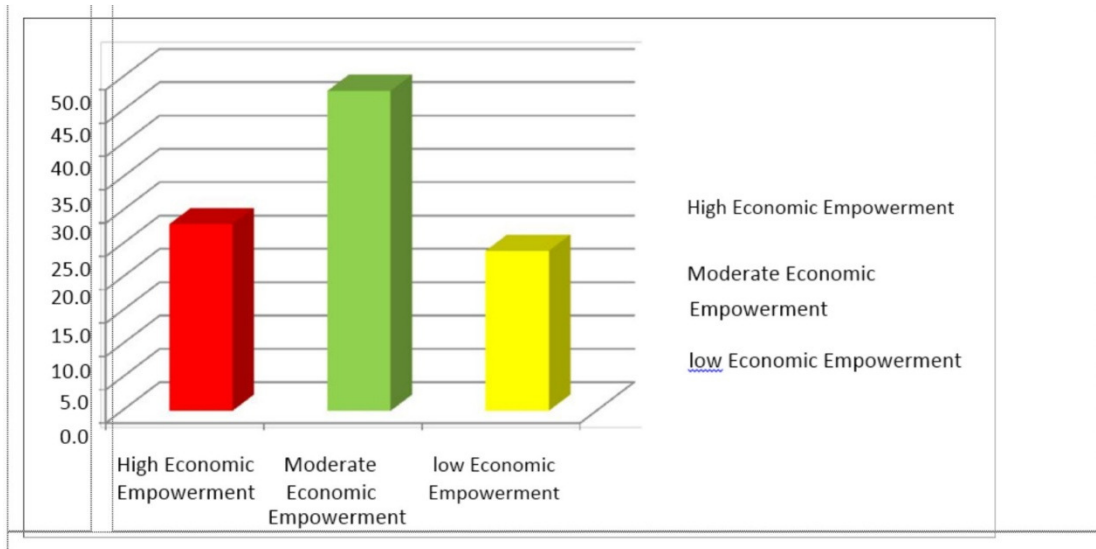
Interpretation

Above interpretation shows that 16% of Female entrepreneurs of rural region are highly empowered, 80% are moderately empowered whereas only 4% females are low empowered.

5.22 Percentage Analysis

i) Economic Empowerment

			Valid	Cumulative
	Frequency	Percent	Percent	Percent
Valid High	7	28.0	28.0	28.0
Economic				
Empowerment				
Moderate	12	48.0	48.0	76.0
Economic				
Empowerment				
low Economic	6	24.0	24.0	100.0
Empowerment				
Total	25	100.0	100.0	



Bar Graph-1

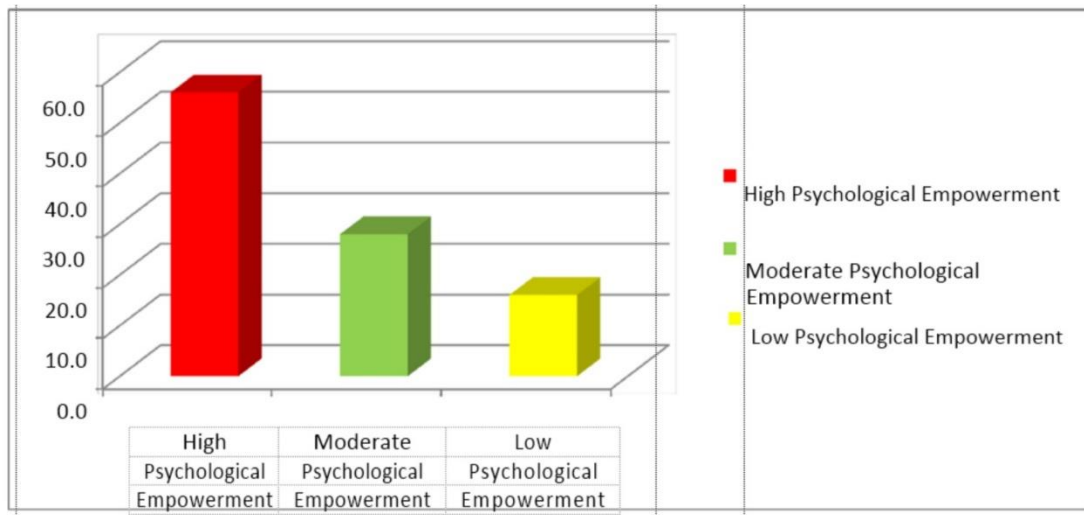
Interpretation:

According to the above table, 28% of the respondents are highly Economic Empowered. 48% of the respondents are moderate Economic Empowered. 24% of the respondents are low Economic Empowered. The data shows that female entrepreneurs of rural region are capable of budgeting and planning and have freedom in decision making. They are free to buy things of their choice and are not much dependent on other family members for taking decision.

ii) Psychological Empowerment

			Valid	Cumulative
	Frequency	Percent	Percent	Percent
Valid High				
Psychological	14	56.0	56.0	56.0
Empowerment				
Moderate	7	28.0	28.0	84.0
Psychological				
Empowerment				
low	4	16.0	16.0	100.0
Psychological				
Empowerment				
Total	25	100.0	100.0	

Table 4



Bar Chart 2

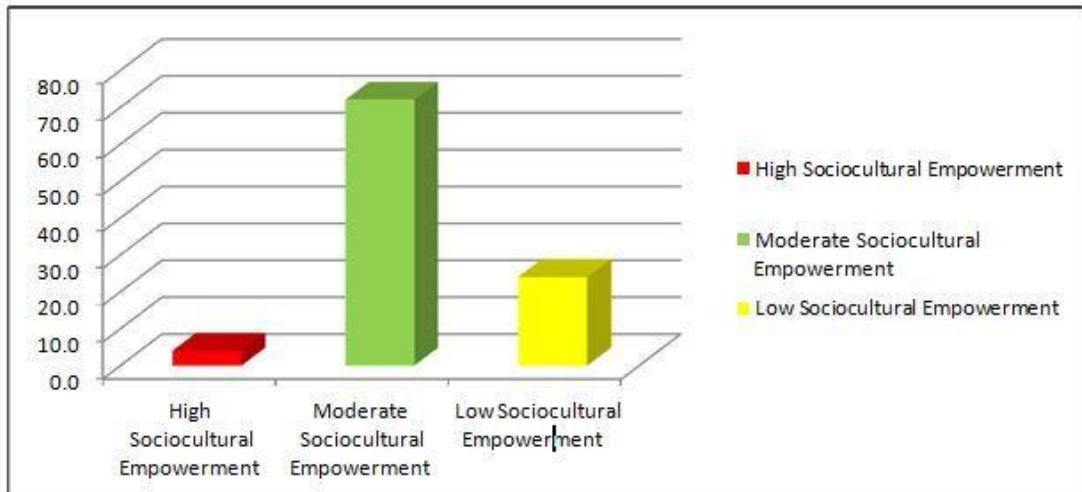
Interpretation

According to the above table, 56% of the respondents are highly Psychologically Empowered. 28% of the respondents are moderately Psychological Empowered. 16% of the respondents are low Psychological Empowered. The data shows that female entrepreneurs of rural region have confidence in their ability not only on their work but are satisfied with their job. They feel themselves as competent persons who are not likely to underestimate themselves.

iii) Socio-Culture Empowerment

Table 5

			Valid	Cumulative
	Frequency	Percent	Percent	Percent
Valid High Socio-	1	4.0	4.0	4.0
culture				
Empowerment				
Moderate	18	72.0	72.0	76.0
Socio-culture				
Empowerment				
low Socio-	6	24.0	24.0	100.0
culture				
Empowerment				
Total	25	100.0	100.0	



Bar-Chart 3

Interpretation

According to the above table, 4% of the respondents are highly Socio – culturally Empowered. 72% of the respondents are moderate Socio–culturally Empowered. 24% of the respondents are low Socio–culturally empowered. The data shows that female entrepreneurs of rural region can visit their family friends whenever they wish to, their family supports them in their work to some extent and even they hold important position in family as man does. Some of them join classes for updating knowledge and they are rarely humiliated by their family members and husband.

5.3 Correlation

Table 6: Correlations

		Empowerment	Entrepreneurship
	Pearson Correlation	1	.618**
Empowerment	Sig. (2-tailed)		.001
	N	25	25
	Pearson Correlation	.618**	1
Entrepreneurship	Sig. (2-tailed)	.001	
	N	25	25

** Correlation is significant at the 0.01 level (2-tailed).

Interpretation

Correlation is a statistical technique that can show whether and how strongly pairs of variables are related. The above table shows that there is a significantly positive relationship between the two variables, entrepreneurship and empowerment, as

significance value is lower than .005. Also the coefficient shows the magnitude of their relationship which in this case is 0.618. It also signifies the moderate level of correlation between the two variables.

5.4 Regression

Since there is significant correlation between empowerment and entrepreneurship, their exact relationship can be tested using regression analysis.

The model for regression is:

$$\text{Empowerment} = \beta_0 + \beta_1 \text{ entrepreneurship.}$$

Table 7:Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.618 ^a	.382	.355	4.825

a. Predictors: (Constant), Entrepreneurship

R-Square provides an indication of the regression model. What constitutes a "good" R-Square differs depending on the setting and type of data used-Square is simply the percentage of variance in the dependent variable explained by the collection of independent variables. In this case, it's about 38%.

Table 8: ANOVA

Model		Sum of Squares	Df		Mean Square	F	Sig.
	Regression	331.080		1	331.080	14.221	.001 ^b
1	Residual	535.480		23	23.282		
	Total	866.560		24			

a. Dependent Variable: Empowerment

b. Predictors: (Constant), Entrepreneurship

The term "sig" in SPSS refers to "significance test", which is another way of saying statistical hypothesis test. In other words, numbers in columns labeled "sig" are p-values and therefore give the results of the hypothesis test. In this case, the p-values refer, to the test of the entire model as a whole. Since p value is .001 which is less than .05 the alternative hypothesis is accepted.

Table 9: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	39.485	9.530		4.143	.000
1					
Entrepreneurship	.553	.147	.618	3.771	.001

a. Dependent Variable: Empowerment

The decision rule is same .if $p < .05$ i.e., accept the alternate hypothesis which states that Entrepreneurship has significant impact on Women Empowerment and conclude that the independent variable is a significant predictor of the dependent variable.

Thus, the final model comes out to be:

Empowerment = $39.485 + 0.553 \text{ Entrepreneurship}$.

DISCUSSION

In the descriptive analysis, where the overall empowerment of women entrepreneurs is measured, it is shown that 16% of the women are highly empowered, 80% are moderately empowered and only 4% of women are low empowered. This analysis portrays a picture where most of the women are not completely empowered but entrepreneurship is empowering them partially or in other words fulfilling some of the needs and wants of women in terms of empowerment. The percentage analysis of the individual factors of empowerment is done. Firstly, the percentage analysis of Economic Empowerment of women entrepreneurs shows that a large number of women have moderate economic empowerment, which in turn means that entrepreneurship is not generating good amount of profit but they are enough for continuing their work. Through entrepreneurship, women are supporting their families financially and are feeling economically empowered. It also reflects that few women find themselves capable of taking the decisions related with their work and other financial decisions of household but major sample size still does not possess this right. The reason of low economic empowerment is the lack of available funds. The funds are lesser than what is required for generating good amount of profit.

The percentage analysis of the second factor i.e., the psychological empowerment shows that 56% of the women are highly empowered which means that even if they are not able to generate good amount of profit from their business still they are motivated and find themselves psychologically empowered. Entrepreneurship is giving self-satisfaction to women because of which they are not giving up their work. It proves that entrepreneurship empowers women psychologically the most.

Third factor i.e., Socio-cultural Empowerment entails that 72% of the women are moderately empowered. Women do not find the complete sense of freedom in terms of mobility, decisions regarding children's education and some women are also humiliated by the members of their families over small issues. The percentage analysis on this factor shows that even if the women are earning on their own, they have to consult their family members for taking decisions, be it about the child's education or for visiting their friends and families. Women do not have full liberty for going out of home without the consent of their husbands or the other family members. This also reflects the Indian mentality which cannot or does not find it appropriate to give full freedom to women in society.

If an overall look is taken, entrepreneurship is empowering women psychologically the most and it is found to be a good source of earning for the women who cannot step out of their homes. Entrepreneurship has a positive correlation with the empowerment which shows that there is a significant impact of entrepreneurship on empowerment. In the end, it can be deduced that entrepreneurship is empowering women.

CONCLUSION

The objective of the Research is to study the impact of Entrepreneurship on women empowerment in rural region of Indore. In this study, correlation and regression have confirmed the significance of entrepreneurship on women empowerment. The various factors of entrepreneurship are; Innovation, Tolerance of Ambiguity, Tenacity, Determination, Emotional Intelligence, Passion, Vision, Responsibility, Competitiveness, Decision-making, Flexibility, Self-motivation, Confidence, Disciplined and Leadership influencing Empowerment factors e.g., Psychological, Socio-cultural and Economic.

In this study, the reliability testing confirmed that the variables used in the study are Reliable. Whereas through percentage analysis the psychological, economical and socio-cultural empowerment is measured. The study concludes that there is the significant impact of entrepreneurship on women empowerment in rural region of Indore.

Hence, we can conclude that Women's entrepreneurship is both about women's position in society and about the role of entrepreneurship in the same society. Increased participation of women in entrepreneurship is a prerequisite for improving the position of women in society. The entry of rural women particularly in entrepreneurship will be encouraged and motivated. Rural women can do wonders by their effectual and competent involvement in entrepreneurial activities. Also motivating women to engage in the activities with the right assistance and strengthening their capacities besides adding to the family income and national productivity. Entrepreneurship is effective instrument for social and economic development and is only perfect solution to the growing employment among rural youth. It really helps to generate employment for a number of people within their own social system and is best tool for rural women to maintain their identity in society.

LIMITATIONS OF THE STUDY

There are various limitations in the study. Some of them are as follow:

1. As discussed before, there are many factors of empowerment on which impact of entrepreneurship depends. But in this study because of time constraints it was difficult to examine all factors in relation with entrepreneurship.
2. Due to lack of financial help, the study was carried out in limited villages.
3. As this project is done at college level thus, the present study is confined to a minimal sample size and may not reflect the opinion or response of the entire population in general of rural region of Indore.
4. The study is restricted to the Indore region; therefore, the results and findings cannot be generalized for the whole country.
5. The results of the study are entirely confined to the responses of the Indore rural region and might deviate in terms of actual population as a whole.

REFERENCES

1. Adegun, O.A. & Komolafe, C.O. (2013). Entrepreneurship Education and Youth Empowerment in Contemporary Nigeria. *Scholarly Journal of Education*, 2(5), 52-57.
2. Dube, L., & Palriwala, R. (1990). *Structures and strategies: Women, work and family*. New Delhi: SAGE Publication.
3. Gompers, P., Kovner, A., Lerner, J. & Scharfstein, D. (1992). *Skill Vs. Luck In Entrepreneurship And Venture Capital: Evidence From Serial Entrepreneurs*. Angel Capital Association, 2(3), 83-90
4. Hisrich, R.D., Peters, M.P., Shepherd, D.A. & Manimala, M.J. (2017). *Entrepreneurship*. New Delhi: Mc Graw Hill Education.
5. Kerr, S.P., W.R. & Xu, T. (2010). *Personality Traits of Entrepreneurs (A Review of Recent Literatures)*. Harvard Business School, 2(6), 110-115.
6. Liang, C.K. & Paul, D. (2010). Entrepreneurial Characteristics, Optimism, Pessimism, And Realism – Correlation Or Collision?, *Journal of Business and Entrepreneurship*, 1(2), 65-71
7. Khanka, S.S. (2010), *Entrepreneurial Development*. New Delhi: Chand & Company Ltd.
8. Kumar, A. (2006). Self-Help Groups, Women's Health and Empowerment: Global Thinking and Contextual Issues. *Journal of Development and Management Studies*, 4(3), 2061-2079.
9. Malhotra, A. (2002). Measuring Women's Empowerment As A Variable In International Development. *Semantic Scholar*, 1(3), 89-96.

10. Mathew, R.V. & Panchanatham, N. (2011). An Exploratory Study On The Work-Life Balance Of Women Entrepreneurs In South India. *Asian Academy of Management Journal*, 16(2), 77–105.
11. Matthias, D. & Tertilt, M. (2019). *Journal of Economic Growth*, 24(4), 309-343.
12. National Policy for the Empowerment of women (2001). www.wcd.nic.in/emp_women.html
13. Nivedita, T. D. & Mishra, T. (2013). *Women-Empowerment Through Women Entrepreneurship (A Study Of Faizabad Zone Of Uttar-Pradesh)*. Entrepreneurship Development Institute of India (EDI), 2(3), 9-12.
14. Upadhye, J. & Madan, A. (2012). Entrepreneurship and Women Empowerment: Evidence from Pune City. *International Conference on Economic, Business and Marketing Management*, 29(2), 40-46.