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AN ECONOMIC ANALYSIS OF EMPOWERMENT OF WOMEN THROUGH MICRO ENTREPRENEURSHIP A STUDY IN KERALA

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ABSTRACT:

Empowerment encompasses all values of lifestyle which includes social, financial, cultural and political dimensions. Empowerment of people is to be expressed as recognition and workout in their rights. It is essential that ladies are taken into consideration same companion in development with guys. Hence empowerment of ladies is a holistic concept. Empowerment of ladies covers social, political and financial aspects. Entrepreneurship improvement amongst ladies is the inspiration stone for financial empowerment of ladies. Entrepreneurship of ladies is the maximum effective device to get rid of their issues of unemployment and vulnerability. Active participation in financial sports ends in sound Economic system of the nation. Entrepreneurship has been the area of guys for an extended time. Micro entrepreneurship is the first-rare path for eradication of unemployment of ladies.

Keywords:

Empowerment, entrepreneurship,

INTRODUCTION

Empowerment encompasses all values of existence consisting of social, financial, cultural and political dimensions. Every person has distinct values in society. Empowerment of the human beings is strongly prompted via way of means of their person property (which includes land, housing, livestock, savings) and talents of all types: human (which includes correct fitness and schooling), social (which includes social belonging, a feel of identity, management relations) and psychological (self- esteem, self-confidence, the cap potential to assumed aspire to a higher future). Also crucial are human beings' collective property and talents, which includes voice, organization, illustration and identity. Economic empowerment offers a scope for negative human beings to assume past on the spot each day survival and to exercising extramanage over each their sources and existence choices. For example, it permits families to make their very own selections round making investments in fitness and schooling, and taking dangers which will boom their income. There is likewise a few proof that financial empowerment can fortify susceptible groups' participation with inside the decision-making.

Entrepreneurship improvement amongst girls is the inspiration stone for financial empowerment of girls. A lady as an entrepreneur could be greater unbiased economically and he or she is unfastened to take selections. Women entrepreneurship is the maximum effective device to get rid of their issues of unemployment and vulnerability. Economic lively of girls cause sound financial system of the nation. Women are usually restrained

to their houses to simply infant-bearing and infant rearing roles. In a democratic device of government, girls participation in all improvement sports is desirable. They had been with inside the leading edge in financial and social sports. Women had been an lively financial political and formality associate with man. Increase in girl's schooling, industrialization and urbanization, has ended in social acceptance, mobility, political and social motion and adjustments with inside the cost device. So, knowledgeable girls have taken to sure careers and it has emerge as on set up reality that girls had been stepping out in their conventional status. Entrepreneurship were the area of fellows for an extended time.

But schooling amongst girls has cause employment amongst each guys and girls. Hence micro entrepreneurship is the quality path for eradication of unemployment of girls.

OBJECTIVES OF THE STUDY

1. To analyze the various women entrepreneurship development programmes.
2. To analyze growth and trend patterns of women entrepreneurs In Kerala
3. To identify economic empowerment of women through micro entrepreneurship.
4. To analyze the performance of women entrepreneurs in micro enterprises.

RESEARCH METHODOLOGY

The present study is based on secondary data sources. It is both descriptive and analytical in nature. Data have been collected from Indian Economic survey, Journals, Reports, of Chamber of Commerce and Industry, , Department of Industries and Commerce, District Industries Center (DIC), Women and Child Development Report government of Kerala.

RESULT AND DISCUSSION

- The study found that Udyogini scheme; there are gaps between physical and monetary objectives and achievements. It is Referred to that, maximum of the skilled girls had now no longer applied the finance due to guidelines and strategies of the financial institutions loan.
- The study observed that, there is no consistency with in side the quantity of skilled girls and usage of the fund in udyogini scheme. Therefore maximum of the girls have now no longer attended the schooling programmes because of the shortage of motivation. It's due to the fact funding and chance elements are very excessive in medium and small organizations.
- The number of microenterprises in production region is extra than the number of carrier region. It is the way that majority of girls marketers have production organizations.
- Women marketers are located to have registered for micro organizations are most effective due to the fact micro organizations clean to run with low funding.

SUGGESTIONS

Based on the findings of the study, the following policy measures are suggested for strengthening the status of women entrepreneurs.

- Financial establishment shall help girls marketers in making ready exact task document for clean mortgage sanction.

- To Enhance the overall performance of rural women entrepreneurs, committed advertising and marketing centers for the sale of fabricated from girls marketers ought to be created, a taluk stage. Periodical exhibition at taluk stage should be subsidized through the government.
- Government wishes to begin a separate wing for registration of women entrepreneurs at DIC and registration of establishment at obligatory due to the fact that marketers are duly knowledgeable approximately authorities schooling facilities, programmes and monetary subsidies. DIC must provoke cognizance programmes.
- New opportunities must be discovered to create awareness about government programs and schemes to girls marketers through different media on a regular basis.
- Skill development programmes has to be provided through SHGs, NGOs and RUDSETI in rural areas to create awareness.
- A separate women's organization should be started at the district and the taluk level so as to help women entrepreneurs regarding monetary assistance, marketing facilities, skill deployment, subsidies, technical training, and providing raw martial.
- Government has to start training centers to provide a variety of entrepreneurial activities for women entrepreneurs in both semi-urban and urban areas.
- Creation of new incubation centers for women entrepreneurs and to encourage new startups for women
- A separate bank for women entrepreneurs should be established specifically to provide financial assistance to women entrepreneurs.
- The governments want to post a listing containing data of all of the schemes, processes of numerous departments. This will allow women entrepreneurs to touch the worried official to seeking for console to begin enterprises.
- There is want for a non-stop try to inspire and inspire girls to soak up entrepreneurial sports amongst College students on the university and College .
- In the mild of "Make in India" and Skill India programmes initiated via way of means of the authorities of India, the kingdom authorities to introduce new measures to non – present to inspire shy girls to shed their fears and be a part of the military of girls marketers to result in radical monetary and social transformation of the nation.

CONCLUSION

Empowerment in all spheres of existence of ladies may be delivered approximately with the aid of using imparting possibility to take in entrepreneurship. However, this needs to be sponsored with the aid of using right education, own circle of relatives help, and institutional help. Skill upgradation and advertising centers may be amazing catalyst in motivating greater ladies to take in entrepreneurship. The secondary information has proven that authorities schemes specifically udyogini and marketing assistance scheme have given tremendous impetus to ladies entrepreneurship in Kerala. The entrepreneurship improvement programme being carried out with the aid of using authorities and NGOs is boosting possibilities for ladies entrepreneurship, each in rural and concrete areas. However, advertising help needs to be reinforced to create better stages of self belief most of the ladies marketers. They all even though being educated below Government programmes however aren't getting access to Economic loans. The discipline survey has highlighted that entrepreneurship has definitely impacted the lives of the ladies marketers through better stage of income, savings, beginning of financial institution accounts, cost and asset creation. The fundamental wonderful effect is discovered with inside the selection procedure of the ladies marketers specifically after the established orders of the Enterprise, in taking choices concerning advertising associated issues. Though tremendous share of ladies marketers had been educated in entrepreneurship skills tremendous shares of them have learnt the talent from their peer group. The equal fashion is discovered amongst each rural and concrete ladies marketers. It is discovered that the quantity of non-registered

firms is in majority accounting for almost thirds of the entire firms. There is a want to boom the quantity of registered firms as this will offer greater blessings to the marketers, throughout the 3 sorts of firm specifically manufacturing, buying and selling services.

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