

INTELLIGENCE EVOLUTION IN WOMEN EMPOWERMENT

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Abstract—*Women play a vital role in economic development of the country. Government has initiated certain schemes for intelligence evolution of women. But due to some structured barriers, women contribution to GDP is less. Hence the thing needed for women empowerment is to remove structured barriers and gender difference and to build up confidence of women and motivate them for their intelligence evolution. Intelligence and knowledge are the driving forces of economic growth and social development for any country. Countries with higher and better levels of intelligence adjust more effectively to the challenges and opportunities of world of work. Intelligence evolution is the key in stimulating a sustainable development process and aid in contributing to facilitate the transition from the informal to the formal economy. Intelligence evolution also plays a major role in empowering women for their socio economic development. The aim of Intelligence evolution, in case of women, is not just simply preparing them for jobs but also to boost their performance by improving the quality of work in which they are involved. Women constitute almost half of the demographic dividend. Government should devise plans to increase their participation in the country's labour force, which is directly linked to the nation's economic growth. Gender roles should be mainstreamed by skilling women in non-traditional roles and there should be efforts to increase gender sensitivity in the workplace, which will help in increasing the productivity.*

Introduction:

Since ancient times, women are worshipped in India. They are considered as synonym of power. Women's economic empowerment is highly connected with poverty reduction as women are drivers of the social and economic well-being of their families. In the definition of "women empowerment" the United Nations Development Fund for Women (UNDFW) includes factors such as:

- (1) Acquiring knowledge and understands gender relation and the way in which these relations may be changed and
- (2) Developing a sense of self-worth, a belief in one's ability to secure desired changes and the right to control one's life.

There was a time when role of women was limited to build and maintain homely affairs only. But since the inception of this century, role of women has been changed from

homemaker to job-making entrepreneur. With the spread of education and awareness, women have shifted from kitchen to professional workplace. Women have also entered in male dominated fields. But still the result is not satisfactory. As per Census 2011, population of women in India is 586.47million, which is 48.5% of total population of India. But Indian women contribute just 17% of national GDP. India's women contribution to GDP is less than half the global average of 37%. India ranks 120 among 131 countries in women labour participation rates. As per National Sample Survey 68th round (2011-12), workforce participation rate for urban female is 14.7 and for rural female is 24.8%. As per this report, 59.3% of female workers in rural India are self-employed while in urban India, corresponding figure is 42.8%. However, due to spread of awareness among women for Intelligence evolution by the Government and other social groups working in this field, the picture has become better. As per Annual Report of the year 2016-17 issued by the Ministry of Statistics and Programme implementation, total number of establishment owned by women entrepreneurs was 8.05 million and out of such establishments, about 34.3% belonged to agriculture activities. Among non-agriculture activities, manufacturing and retail trade were the dominant one with the corresponding percentage of 29.8% and 17.8% respectively. Women entrepreneurship can be moulded properly by developing their skill and promoting their entrepreneurial qualities.

Government of India has initiated certain Intelligence evolution programmes for women through the National Intelligence evolution Mission headed by Prime Minister launched in year 2008. It has three tier structures, which includes:

- (1) The Prime Minister's National Council for Intelligence evolutions per the apex body for advice on policy and interventions,
- (2) The Intelligence evolution co-ordination Board to device detailed strategies, guidelines and instructions based on the advice of the council, and

(3) The National Intelligence evolution Corporation (NCDC), a non-profit company registered under the Companies Act.

The National Intelligence evolution Mission has been introduced to provide digital intelligence training, vocational education and entrepreneurship development to the emerging work force of women. The Intelligence evolution programmes initiated by the Government are as follows:

Self-help groups and specific target groups

To empower poor women, National Mission for Empowerment of Women has developed specific target groups. Also many self-help groups for women are developed. As per Annual Report of the year 2016-17 issued by the Ministry of Statistics and Programme implementation, total number of self-help groups were 0.19 million, out of which 89% were women owned account establishments. These groups are functioning on co-operative principles and also perceived as micro finance unit. These groups help women in developing their intelligence and help them in understanding market and business development strategies. Such self-help groups provides training pertaining to farm, forestry, papad and pickles making, sewing, cooking, art work, handicraft, mud work etc. and encourages women to start small business from home. Successful women from such self-help groups can be inspiration for others and motivates other women to become entrepreneur. World Bank has also undertaken such project to foster greater economic participation by women. Government has also planned to link self help groups with micro-credit facilities to reduce poverty and empower women. It has also planned to make available finance to SHGs at lower interest rates.

Intelligence India Mission

Intelligence India Mission was launched in July, 2015 by the Ministry of Intelligence evolution and Entrepreneurship (MSDE). Under this mission, intelligence training programmes for women are undertaken. Training programmes undertaken for intelligence India mission helps to provide safe transport, flexible schedules and childcare support. MSDE has adopted multipronged approach through various schemes and initiatives to reinforce equality of women via Intelligence evolution by improving employability and income earning opportunities, enhancing financial security and promoting sustainable development and livelihood. intelligence training of women in IT and ITES Banking and Financial services, Building construction and Real Estate services, Education and Intelligence evolution services, Textile and clothing, Electronics and IT hardware, Beauty and wellness, Health care and retail. Vocational training programmes aim to provide intelligence and confidence to women from economically backward families and help them to achieve economic and social independence. The ministry intends to build new intelligence, innovative thinking and talents not only for

existing jobs but also the jobs that are to be created for women.

Support to Training and Employment Programme for Women (STEP)

Ministry of Women and Child Development has a Central Sector Scheme called as “Support to Training and Employment Programme for Women (STEP)” since year 1986-87. This scheme aims to provide intelligence that give employability to women and to provide competencies and intelligence that enable women to become self-employed/entrepreneurs. The scheme is intended to benefit women who are in the age group of 16 years and above across the country. The assistance under this scheme is available in any sector for imparting intelligence related to employability and entrepreneurship including but not limited to the agriculture, horticulture, Food processing, handlooms, tailoring, stitching, embroidery, handicrafts, computer and IT enable services along with soft communication skills and intelligence for the work place such as spoken English, gems and jewellery, travel and tourism, hospitality etc.

Pradhan Mantri Kaushal Vikas Yojana (PMKVY)

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the skill training scheme of Ministry of Intelligence evolution and Entrepreneurship (MSDE). The objective of this digital intelligence certification and reward scheme is to enable and mobilize a large number of Indian youth including women to take up outcome based intelligence training and become employable and earn their livelihood. Under this scheme, monetary rewards are provided to trainees who are successfully trained, assessed and certified in digital intelligence courses undertaken by affiliated training providers. The quality of training provided to trainee position them as employment ready for industry-recognized roles. The assessment by independent third party assessment agency provides for standardization of intelligence and makes them industry ready.

Other schemes for women empowerment

Government has developed certain other schemes also for Intelligence evolution of women, some of which are as under:

- Prime Minister Rojgar Yojana
- Trade Related Entrepreneurship Assistance and Development scheme (TREAD) to develop women entrepreneur in rural, semi-urban and urban areas by developing entrepreneurial qualities.
- Women Component Plant, a special strategy adopted by Government to provide assistance to women entrepreneurs.

Challenges for Intelligence evolution of women

Women are considered as nucleus of the nation and they are builders of the nation prosperity. The status of women in society is the real index of civilization. In most of urban societies, gender difference for girl child education is reduced. Hence the literacy ration of women is increased during last decade. But this gender difference is reduced only for literacy of women, and not for joining them in economic activities. If the women having entrepreneurial skill want to start some small business, they receive very less economic and mental support from the family. They are not getting much respect for their work. It is the tradition that family gives proper training to a girl to become goodwife, but no training or motivation is given to her to become successful entrepreneur and grow her business. This is the main and foremost reason for the question that why women contribution to GDP is low. In some rural and semi-urban areas, still the gender difference is found. In such areas, women are still treated as homemaker only and they are not permitted to undertake activities other than household chores. In some area, women are allowed to devote time for intelligence training and undertake economic activities, but time allotted for such activities is conditional and very limited.

Rural women have overburdened personal obligations, so they have less time, concentration and interest in attending Intelligence evolution training. Hence Intelligence evolution programmes and other initiatives undertaken by the Government not becomes much successful. Also, due to some structured barriers like family responsibilities, child care responsibilities and other social norms, job drop out ratio of women is higher. The local customs and traditions also play a main role in encouraging women to enrol for Intelligence evolution training. Rural women not feel comfortable to work from areas other than their houses or local areas. Also due to lesser support from family, level of confidence needed to start and grow small business or even to join Intelligence evolution training is very low in women. Due to economic dependence and male headed society, the decision power of women related to business activities is very less. Women are considered as secondary income earners. Hence lower importance is given to encourage them to develop their intelligence and grow their business.

Present age women are participating in various social activities. Hence leadership quality, technical skill and competency of women have developed and such qualities are found similar to that of men. Even in some sector they are more competent than men. However, in some sectors, women are not getting same wages and remuneration as men. This factor de-motivates women for joining such sectors. Sometimes workplace is unfriendly to women. Hence they resist in accepting job or attending training programmes where most of colleagues are male. Moreover, they are restrained by their family from seeking challenging job roles, even if they are competent enough. Lack of social protection, poor

working conditions and low earning prevents women from entering into vocational activities. Due to some family customs, women are not allowed to develop network with other male entrepreneurs working in same field. This restricts growth of business of women. Also there are some administrative barriers for Intelligence evolution of women such as inadequate infrastructure, high opportunity cost for imparting training, low level education of potential women trainees etc. Some training institutions and self-help groups are facing financial problems, which restricts their activities. Also there are not adequate networking among such groups and agencies.

Efforts needed for Intelligence evolution of women

Women entrepreneurship is recognized as untapped source of economic growth. Women entrepreneur are confident, innovative and creative. They are capable of achieving economic independence by accepting challenging role. What they need is only motivation and support with proper training to develop their inner intelligence. Hence first and foremost need is to reduce gender gap to achieve active participation of women in Indian economy and develop their confidence to work independently. Women having common area of interest can work together in small groups and can develop their small scale business. Hence proper networking should be developed among such groups to develop the business. Also, due guidance should be provided to them to develop their business and help them in capacity building for marketing and administration. Women entrepreneurs should take the lead and organize the business or industry and provide employment to other women. Intelligence evolution improves output, quality, diversity and occupational safety and improves health thereby increase wealth and livelihood of the family. It also helps to develop social capital in terms of relations and strengthens knowledge about informal sector associations, rural organizations and governance. Also some groups having financial stability and some other groups having marketing skills can join hands with skilled women to grow the business.

Intelligence evolution of women mainly in rural sector is the only solution to the problem of unemployment and proper utilization of resources and improving living conditions of poor people. Intelligence evolution is the key to improve household productivity, employability and income-earning opportunities for women and also for enhancing food security and promoting environmentally sustainable rural development and livelihoods. Family support is most important for women to become economically independent. Hence it is needed to educate family of the women to encourage them and provide economic and mental support to develop their skill and thereby start small business. Also women should be encouraged to develop their leadership intelligence, decision making power and confidence needed to grow their business. Moreover, change is needed in social norms around marriage, work and household duties. Women empowerment will be successful only when structured barriers for women will be

removed. Household duties should be equally divided between men and women. Indian women should be aware of their basic rights and boosts their self-confidence and spread awareness about social issues. It is need to motivate and convince women for training considering local traditions specifically in rural areas. To join them in economic activities, difference in the wages and remuneration payable to women and men should be removed. Also, to promote their business, there is need to provide subsidized loans to women entrepreneurs and to self-help groups. Moreover, Women friendly policies like flexible work timings and work from home options will encourage women to join workplace. Also, there is need to provide support for child and adult care, ensuring mobility to and from work place.

Conclusion

Women are willing to become self-independent, but the thing lacking is to make them aware about the government schemes and make optimal use of such schemes for Intelligence evolution of women. The combined efforts should be made by local NGOs, panchayats and Government to grow women-driven businesses, because women empowerment through Intelligence evolution will lead to higher level of growth and development of India.

Source:

- (1) NSSO report 68th round (2011-12)
- (2) Websites of National Skill Development Mission, Ministry of skill development of women and Child Development and website of Pradhan Mantri Kaushal Vikas Yojana.
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