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## A Case Study of Awareness about Economic Empowerment of Women in Kirugaavalu Village

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### ABSTRACT

Since both men and women contribute significantly to a country's growth, the development of any nation largely relies on gender equality. The role performed by women in the growth framework should not be overlooked. However, there have also been atrocities committed against women in India, where women are revered as goddesses. The oppressed women have made significant progress and our culture has changed to become a mute witness. Despite improvements in the status of women, many of them have not been able to overcome obstacles.

Women's empowerment is a potent tool to increase women's access to resources and ability to make wise life decisions in this context. The process of improving women's economic, societal and political standing is known as "empowering women." It acts as a powerful tool to protect women from all forms of abuse. More equal choices and job opportunities must be available to women. The present study has studied the perception about women on empowerment programmes in the study area. The study has chosen convenient sampling method to collect data. 80 respondents from Kirugavalu village of Mandya district have been asked questions through questionnaire method and simple percentage and frequency methods have been used to analyse the present data.

**Key Words:** *Empowering Women, Women's Decisions, The Oppressed Women, Equal Choices and Job Possibilities.*

### I. INTRODUCTION

Social transformation denotes a shift in society as a whole. As we know, Society is a "web of social relationships." Social transformation is the evolution of these social interactions. Change is nothing more than socially induced changes or revisions. Of course, society is active and ever-changing and it can never stay still like a body of still water. Change is considered to be a natural rule. The lives of women have undergone significant change as a result of societal change, which is primarily driven by women [1]. Not only do these women benefit from change, but they also play a major role in bringing about it. Women's empowerment can be characterised as the advancement of women's sense of self-worth, their capacity for making their own decisions and their freedom to have an impact on societal change for both themselves and other people.

Since both men and women contribute significantly to a country's growth, the development and growth of any nation largely relies on gender equality. The role performed by women in the growth framework should not be overlooked. However, there have also been atrocities committed against women in India, where women are revered as goddesses. The oppressed women have made significant progress and our culture has changed to become a mute witness. Despite improvements in the status of women, many of them have not been able to overcome obstacles. Women's empowerment is a potent tool to increase women's access to resources and ability to make wise life decisions in this context.

The process of improving women's economic, societal and political standing is known as "empowering women." It is a procedure used to protect women from all forms of abuse. More equal options and job possibilities must be available to women. Every day our life starts with the word 'change' likewise, society also becomes the witness of changed values, customs, morals, norms, culture, tradition, believes so on. Women are no exception to change. Today the choices and behavior of women are changing towards positive development. the execution of efforts for vocational and skill development, with a focus on the implications of these activities on women's empowerment. It might look at topics such as access to education, learning new skills, finding job, earning money, and social transformation [2]

### II. OBJECTIVES

The following are the main objectives of the study. They are as follows,

- To understand different women empowerment programmes in India

- To analyse the awareness among women empowerment programmes in the study area

### III. STATUS OF WOMEN IN THE PRESENT SCENARIO

The advancement of a country's female population is essential to success of any country. Education, employment and business for women are now more strongly emphasised by both government and non-government organisations as the three major elements that will enable women to progress in society. In the past, women's success depended on their ability to resist societal pressure and prejudice. Society considers that women are less capable and strong. But as society has evolved, it has pushed women to flaunt their skills and looks.

India has a number of programmes for women's empowerment that seek to progress gender equity and open doors for women's growth. Nowadays, education is the finest base that provides women with the support they need to progress and fight against social evils. Education and skilled oriented job opportunities make women more self-confidence, give more options, the ability to participate in decision-making, and greater access to and control over resources. Advantageous environment for the growth and development of the economy is significantly influenced by the schooling of women.

### IV. WOMEN EMPOWERMENT PROGRAMMES IN INDIA

There are several initiatives aimed at empowering women that can be found here. Here are a few instances,

**Beti Bachao, Beti Padhao:** In order to handle the declining Child Sex Ratio (CSR) in India, this programme was started in 2015. Its goals are to encourage the value of education for females and to stop prejudice based on gender.

**Mahila-E-Haat:** This programme for women businesses was established in 2016. It offers a platform where women can advertise and trade their goods and services online.

**The Swadhar Greh programme** offers assistance to women who are in challenging situations, such as those who are destitute, abandoned or dealing with domestic abuse.

**Ujjawala:** This programme was introduced in 2007 to stop and fight the trafficking of girls and women for the purpose of sex abuse. It offers women different means of support and rehabilitation services.

**The Pradhan Mantri Matru Vandana Yojana** is a programme that offers financial aid to expectant mothers and nursing mothers in order to guarantee their health and nutrition throughout pregnancy and childbirth.

**Sakhi:** This programme offers counseling, judicial assistance and rehabilitation to women who have been the victims of abuse.

**One Stop Center (OSC):** The OSC programme seeks to offer help and aid to women who have been the victims of violence. Under one structure, it gives access to therapy, legal and medical services.

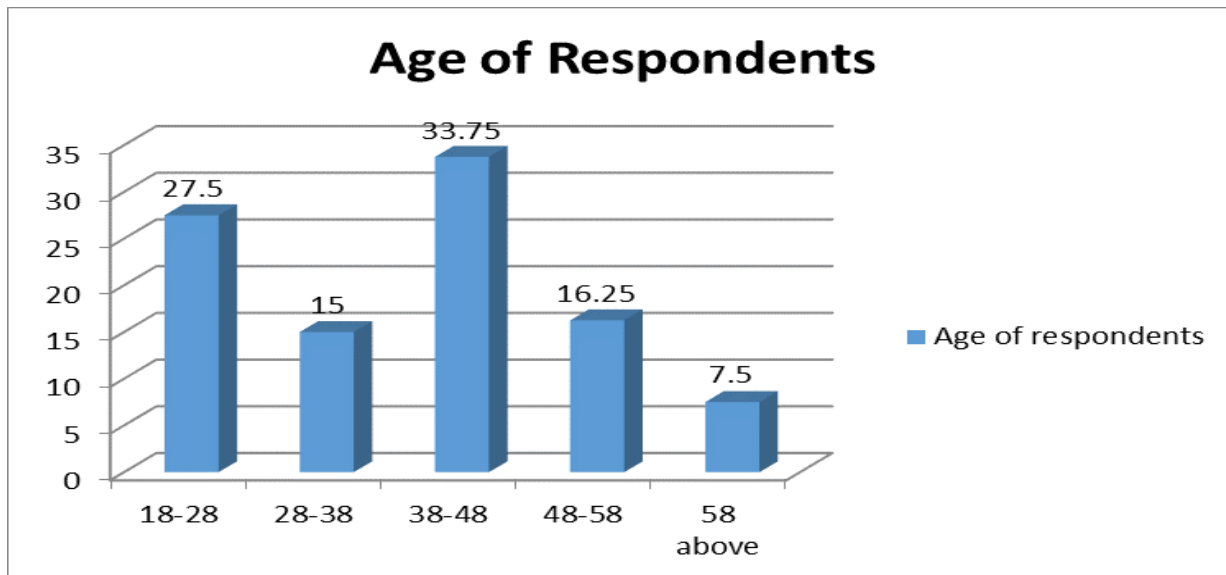
These are just a few instances of the different programmes for women's development in India. To support and advance women's rights and gender equity as well as to assist women in realising their best potential, these programmes are crucial.

### V. DATA ANALYSIS AND INTERPRETATION

One of the solutions to the issues of discrimination is the emancipation of women. Though they have economic and political clout, they are largely kept out of important decision-making processes or are reliant on their husbands, fathers, or brothers in these situations. As a result, this kind of freedom is actually only partial. Women must therefore become aware of their true selves and appreciate their presence if this condition is to be changed.

#### 5.1. AGE STATUS OF RESPONDENTS

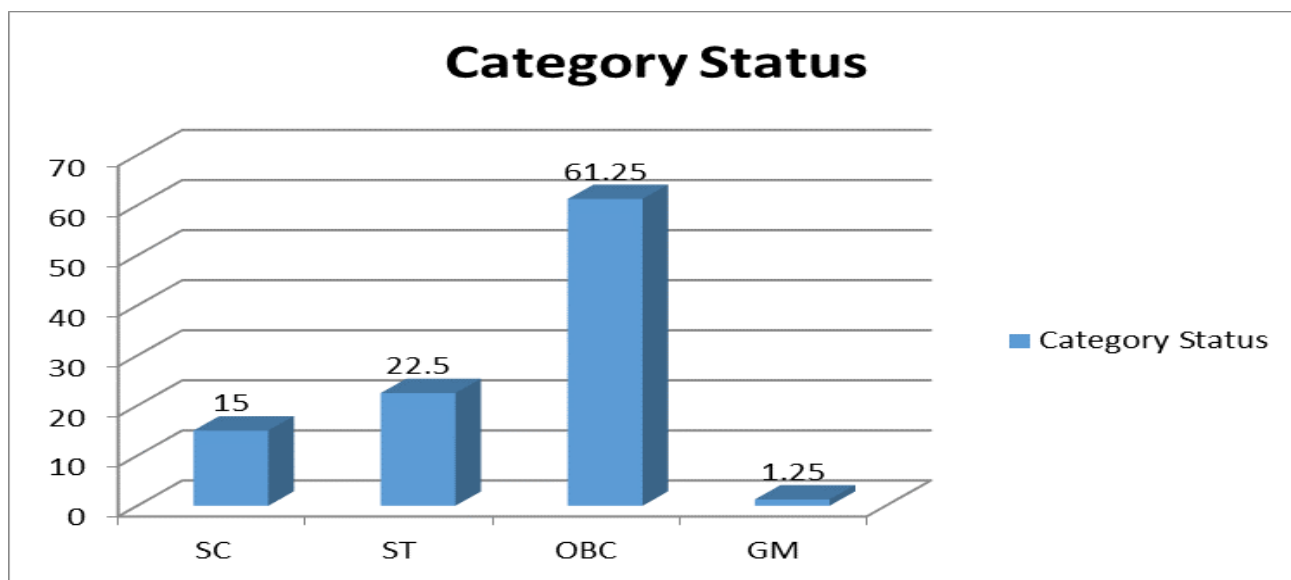
Age of Respondents	Frequency	Percentages
18-28	22	27.5
28-38	12	15
38-48	27	33.75
48-58	13	16.25
58 above	06	7.5
Total	80	100



In the above table and diagram women from the age group of 18-28 and 28-38 constitute 27.5 and 15 percent respectively 33.75 percent of respondents belong to the age group of 38-48, 16.25 percent of respondents come from the age group of 48-58 and only 7.5 percent of respondents belong to the age group of 58 and above. Majority of respondents are from the age group of 38-48.

#### 5.2. CATEGORY STATUS

Category	Frequency	Percentages
SC	12	15
ST	18	22.5
OBC	49	61.25
GM	01	1.25
Total	80	100

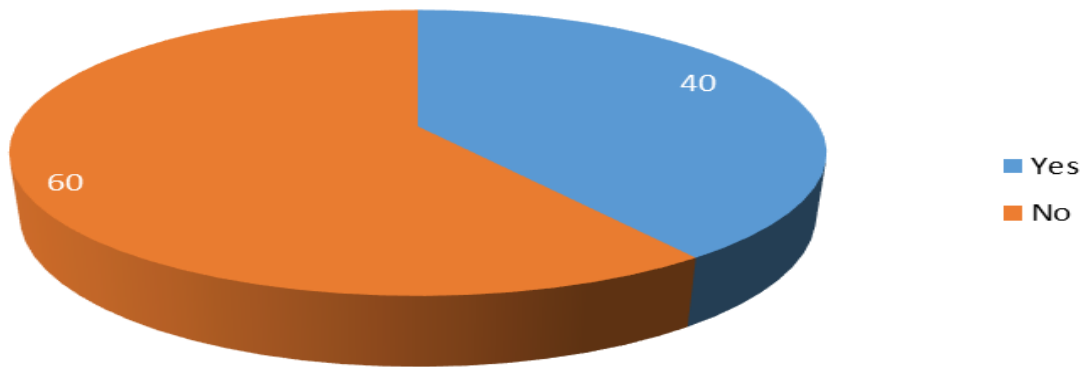


In the study area, 15 percent of respondents are from scheduled caste community, 22.5 percent of respondents are from Scheduled Tribe group, majority of respondents i.e. 61.25 percent are OBC and only one respondent is from GM group. Majority of respondents are from OBC group.

#### 5.3. DO RESPONDENTS HAVE AWARENESS ABOUT WOMEN EMPOWERMENT PROGRAMMES?

Perception of Respondents	Frequency	Percentage
Yes	32	40
No	48	60
Total	80	100

## Perception of respondents

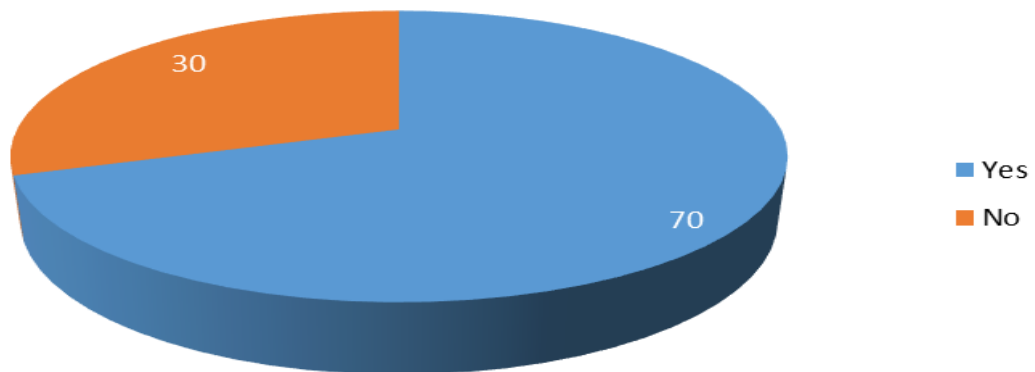


40 percent of respondents in the study area have awareness about the women empowerment programmes launched by the Govt of India and exactly 60 percent of respondents lack information about these programmes.

### 5.4. HAVE WOMEN EMPOWERMENT PROGRAMMES HELPED RURAL WOMEN?

Perception of Respondents	Frequency	Percentage
Yes	56	70
No	24	30
Total	80	100

## Perception of Respondents



70 percent of women after knowing about these programmes and came to know that they are the beneficiaries of these welfare programmes and they are very happy about them and 30 percent of respondents are not satisfied about these government programmes which are specially designed for women .

## VI. CONCLUSION

Society has given women new opportunities to develop and improve their lives by, for instance, granting them access to education and the freedom to consider for themselves. Education and skill development programmes help women become more self-sufficient, self-assured and confident.

### • SUGGESTIONS

The following are the main suggestions given by the researcher,

- The respondents demonstrated an equivalent level of knowledge regarding women's freedom. Despite having various socio economic statuses, the respondents also demonstrated similar knowledge of women's rights. Therefore, socioeconomic position had no effect on women's empowerment consciousness.

- encouraging women's equality in the study region by holding street plays, discussions, skits, singing, quiz contests, etc.
- organizing awareness workshops on women empowerment programmes in village area.

The economic environment is altered by the shifting nature of women, which also encourages a self-sufficient life. The government and nongovernmental organisations (NGO) focus on improving the standard of living because it is a crucial component needed to accept change in every aspect of Indian women. Women are involved in politics, business and other fields today, and they occupy leadership and management roles. However, some socially critical theories put numerous obstacles in the way of women in rural or semi-urban areas, preventing them from progressing.

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