

CHANGING BEHAVIOUR OF SOCIETY TOWARDS WOMEN EMPOWERMENT

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ABSTRACT

Since the Vedic time, women have faced several inequities, including gender discrimination, reduced liberties, and more. As a whole, society's view of women was skewed toward the idea that they were less talented and weaker than males. Women's rights are protected by the changing social, legal, and economic environment, which provides women with the right to education, mobility, and other rights that ensure equal treatment for women. It's no longer uncommon for women to use their equal rights as a way to prove themselves or build an image. Changes in society have made women more effective in all aspect of their lives, including financial sector, leadership, and more. Changing society for women is examined in this research, as is the role of women in the development of various sectors.

KEYWORDS

Women empowerment, women performance, behavior of society for women.

Introduction:

Women's advancement is essential to the success of a country. In order to improve the status of women, both government and non-government groups are focusing on education, employment, and entrepreneurship. As a result of the pressures of society, women in the past had to live their lives with prejudice. A male-dominated culture restricts the options available to women in developing nations and other low-income areas, contributing to a stereotypical view of women as helpless or unable. However, society's evolving behavior encourages women to prove their image and find their potential. Today, education is the finest pillar that helps them in their efforts to go forward and manage these ills. Opportunities for work are like a rung on a ladder up to the highest point in a building. Women's self-confidence, engagement in decision-making, and enhanced access and control over resources are all a result of their education. In order to foster economic growth and development, well-educated women play

a critical role in creating a favorable or competitive environment. Women have the power to transform society as a whole, but in the past, they faced discrimination in the workplace due to poor wages and fewer job prospects. However, as their educational level has improved, women now have a different role in society than they had before. Detering issues such as these deter women from pursuing careers as professionals. Obtaining a college degree is made more difficult for women due to a variety of social and cultural factors.

As a result of this significant transformation in society, society becomes conscious of the importance of women's growth. Factors that influence a woman's growth and development include:

- Low literacy rate and higher education.
- Good health conditions.
- Age limit for marriage.
- Involvement of females in business sector.
- Financially and non-financial support for self-employment.
- Higher political power.
- Information to them about their right.
- Self-reliance, self-respect and dignity of being women.

LITERATURE REVIEW

Women's business growth and chances to produce shared value have been studied by Erika Zoeller Véras (2015). Entrepreneurship plays a critical role in the empowerment of women and the pursuit of gender equality. As a result, it has become essential to grasp these themes in conjunction. A paucity of study has been done on the combining of ideas. Although women have made significant progress in

entrepreneurial endeavors, Ayet, when compared to males, their access to capital, training and rights is far less than that of their male counterparts. In addition, they are unable to take advantage of the many economic possibilities that are available to them.

An examination of India's variety and rich legacy by D. Kumuda (2014) reveals a darker aspect to the country's character. Women have been revered from the time of the goddesses, and "sati" is no exception. The persecuted women have come a long way as a silent testimony. Despite the fact that the situation has become worse, certain facts (such as student loan debt and sexual harassment) are still frightening. Many women have overcome the obstacles, and there will be many more in the future. It would be beneficial to the community to aid women. Our nation's ideal may be realized via this holiday honoring women's empowerment. The desire for a return to its former glory. Being the "golden peacock" once again is my ultimate goal.

Pankaj Kumar (2014) has argued that women's empowerment is a crucial tool for increasing women's ability to have resources and make well-planned life decisions. However, Indian civilizations have gained a reputation for being dangerous for women. Coercion in our culture is evident by the greater amount of atrocities committed against women, which demonstrates that we are a subjugated group. It's clear that the term "safety" is no longer relevant in today's Asia. In Asia, women are historically undervalued, while males are typically reified as the norm. Last year, the World Economic Forum's Gender Gap Report rated Asia 114th out of 134 countries for gender disparity in the economy, governmental policy, health, and education. India ranked 127th and 122nd, respectively, in terms of economic prospects and women's involvement in the workforce. Women's employment opportunities, especially in metropolitan regions, are very limited as compared to those of males, whether in rural or urban settings. There's still a lot of waffling going on when it comes to the female literacy charge (just half of women are normally literate) (three fourth with the male inhabitants are literates).

To gain authority, Manav Aggarwal (2014) predicted that training among women will be their most powerful weapon. It aids in the reduction of inequality and serves as a means of elevating one's position within one's own family. Training is essential for everyone, as we all know, but in today's male-dominated world, women's education has been

mostly ignored. Empowering women in and of itself is an essential goal in addition to the fact that women have the same social, economic and legal rights as adult men.

Human well-being is anticipated to improve as a result of insurance and gender-based violence. In this research, the importance of education in women's empowerment and the state of women's training in Asia are examined in detail. It demonstrates the importance of training in the lives of all women.

For example, the empowerment of women has been a major focus for governments, non-governmental organizations (NGOs), social scientists, social activists, academics, and researchers throughout the world and especially in emerging international regions like Asia (Eswaraiah, 2014). Many projects and programs have been devised and executed by the government to alleviate the plight of Indian women. Self-help classes are most often focused at the development of one's self as well as the collective efficacy and the leading edge of employing development with the society in the self-help model. Women's empowerment via self-help groups in Andhra Pradesh's drought-prone Ananthapuramu area is the topic of this research. A good influence on women's empowerment, particularly in terms of social repute, economic empowerment, and family decision-making, has been found in the research conducted by the SHGs.

- According to Rupali Sharma (2014), India is home to the second-highest number of people per square mile in the world. When compared to males, women typically constitute about 49% of the population. However, if we compare the present position of Indian women to that of women in other nations and the rest of the globe, we can see that the situation is far from adequate. In India, women faced a wide range of barriers to success, including illiteracy, domestic abuse, and a lack of drive and support. It's not uncommon for India to be a place where men rule the roost in the community. In order for the nation to progress in a peaceful manner, women and men must work together as equal partners. When it comes to women's empowerment, higher education will play a key role.

- According to Manisha Raj (2014), native Indian women make up about half of the population in India, and they both directly and indirectly contribute to the country's economic well-being. Most of their monetary donations have gone unrecognized for

decades, even those from their most devout contributors. It's past time to realize the importance of the female fraternity in economic development and to take necessary actions to include rural uneducated females in growth practices alongside metropolitan illiterate and educated females. There has been a recent shift among female online marketers from small-scale company to IT/ITES, Apparel/Accessories and Food & Refreshments during the last several years, according to a recent study. Even in the agricultural market, women have historically had a hard time finding a job, but today they're finding success in the service and industrial sectors as well. Several schemes have been assembled by government to strengthen the role and importance of women.

- Andrea Corning (2014) With regard to revisiting foundational feminist focus on empowerment from 1980s and 1990, that document draws on findings of a multi-country study program, 'Pathways of Women' Empowerment,' to explore trails of positive change in women's life and to draw together some instruction for policy and practice. Women's empowerment in development starts with a discussion of fundamental principles that have helped define feminist bridled theory and practice.

The growth of microfinance things to do over the last three generations has reached tens of thousands of disadvantaged families with specialized financial providers, according to Jos Vaessen (2014). Instead than focusing on a single instrument, microfinance may best be seen as an area of intervention. However, micro-finance has evolved from its original focus on small-scale loans to include savings/deposits, limited micro-insurance options (including micro-leasing), as well as a more diverse range of credit products for larger investments. The majority of microfinance activities throughout the globe are committed to microcredit activities in this research. Microcredit activities have had a profound effect on the lives of customers and others. The most often cited impacts of credit on the individual, business, and family levels include: cash flow, spending smoothing, and poverty alleviation; firm development and employment outcomes; education results; and implications on women's empowerment. One common aspect of microcredit schemes is that they focus on disadvantaged women and occasionally use group-based lending. The impact of microcredit on women's empowerment has been thoroughly examined in the context of this particular microcredit program. In South Asian nations, the majority of

these research have been conducted in the context of microcredit class programs. The usage of microcredit has been suggested to have a positive effect on women's self-esteem, home power dynamics (e.g. control over resources), and social reputation. Women's control over household finances is an important aspect of empowerment. Assumption 1: By granting impoverished women loans, they will have more immediate control over family expenses. This will have a positive impact on women's status and the well-being of other household members. One of the most common aspects of microcredit surgery to examine is how women's control over household expenditures is affected by microcredit, as well as the conditions under which this occurs. Microcredit surgery allows us to learn more about these issues.

According to Oriana Bandiera's (2014) research, women in developing international areas are less empowered than their counterparts in developed international places. The combination of high junior unemployment and early marriage and children has a powerful effect on human capital investment and male addiction. An project aimed at helping young women in Uganda become more empowered is the focus of most of this study. Adolescent girls get both professional instruction and home elevators sex, processing, and marriage life as part of this two-pronged input. The input increases the likelihood of females starting income-generating activities by 72% after a couple of years (primarily due to increased engagement in self-employment) and enhances their monthly intake expenditures by 41% in comparison to adolescents in communities under charge. Pregnancy among teenagers is down by 26%, while early marriage/cohabitation is down by 58%. While the percentage of females reporting sexual acts against their choice has decreased, the desired ages of marriage and childbirth have also increased. It implies that the combined supply of professional and lifelong talents, which is not explicitly held back by insurmountable restraints owing to binding interpersonal norms, may jump-start the financial and interpersonal empowerment of women.

In order to have a better understanding of women's contemporary and historical experiences, we've read a number of academic publications. These documents are. "Empowerment of women" in India" by M. Nagaraja (2013). According to Dr. Vinisha Bose (2013), the role of entrepreneurship growth agency in promoting female entrepreneurs is An examination of Kerala's burgeoning entrepreneurial scene, which has now grown into a significant movement in India. Dr.

Sahab Singh (2013) has done research on rural women's empowerment, which has been a hot topic in recent years.

OBJECTIVES

- To evaluate the changing behavior of women in society such financial behavior, decision making.
- To identify present economic condition of women.
- To give suggestion to improve the women status in society.

RESEARCH METHODOLOGY

This study is based on secondary data. The data has been collected from journals, newspapers, magazines and from web sites.

INDIAN WOMAN IN FINANCIAL SECTOR

Every day in developing nations, women's engagement in the service industry as both a worker and a business owner has grown significantly. A woman's self-worth is enhanced by her ability to succeed in school and in the workplace, as well as her potential for greatness. Women are heavily involved in the health and education sectors. These elements encourage people to take on a professional attitude. Many experts have concluded that, in compared to their male counterparts, firms with female CEOs at the highest levels perform better and are more efficient. These abilities and qualities allow them to get to the top of the corporate ladder. The following are the top Indian banks run by women:

Managing Director and Chairperson of Bharatiya Mahila Bank is Usha Anantha Subramanian. In November, she became the country's first women's bank's CEO and Chairperson.

SBI's Chairperson Arundhati Bhattacharya is the first woman to hold the position at India's biggest or top bank. She began working with SBI as a probationary officer in 1977 and had a number of important roles over her career.

Vijayalakshmi R. Iyer was the Bank of India's Chairperson and Managing Director from 2003 until 2007. As a result of her hard work, her bank's bad debts climbed. 23% of loans in 2012/13, up from

14% the year before, and the lowest capital adequacy ratio among big banks at 11.02%.

In terms of private sector banking, ICICI Bank Limited is the second-biggest bank in India and the largest private sector bank in the country. She is credited for reshaping India's retail banking landscape. Her abilities allow her to have a positive impact on both the national and international levels.

She is HSBC India's Group General Manager and Country Head. Because of her leadership and business acumen, she was rehired at worldwide.

HDFC's Managing Director is Renu Sud Karnad. To run the company for five years, she was named Managing Director in 2010.

Axis Bank has had Shikha Sharma as its CEO and MD since 2009. As CEO and Managing Director & Chairman of ICICI Prudential Life Insurance Firm, a significant private sector life insurance company in India, in the prior era, she was active in Project Finance, Retail Banking and Investment Banking.

The Chairperson and MD of Allahabad Bank Ltd., Shubhalakshmi Panse At Vijaya Bank, she has been an Ex-Executive Director since November 2009. She was in charge of the bank's administration and business growth, as well as all of the bank's portfolios.

ECONOMIC STATUS OF FEMALES IN INDIA

When it comes to India's economy, it's hard to overstate how much women's economic standing has improved. Women are employed in every sector of the Indian economy, from agriculture to manufacturing. Economic progress in a country is facilitated when women are actively engaged in the workforce. An increase in female employment, whether in the formal or informal economy, indicates that women's economic standing has improved. Women are encouraged to take up the profession by the availability of employment or the opportunity to participate in the workforce. There is a 25.51 percent female labor participation rate compared to 53.26 percent for men in the urban region, and a 30.02 percent female workforce participation rate in the Rural sector (2011 census). According to a national sample study, working women in rural areas had a ratio of 24.8 to 54.3, while working men in urban areas had a ratio of 14.7 to 54.3.

In Himachal Pradesh, 52.4 percent of women worked, whereas in Sikkim, 27.3 percent of women worked in the urban sector and 59.3 percent of women in rural areas were self-employed. Women's employment status is a measure of their economic value, and governments and nongovernmental organizations seek to help these women rise up the economic ladder so they may live comfortably.

The Bank of Punjab launched a "Women Entrepreneurship Financing Scheme" for women to get loans to start a business unit in order to boost women's advancement. For example, day care centers; bakeries; restaurants; caterers; furniture; shops; fitness gyms; driving schools; jewelry; apparel and accessories; and any other endeavor that is practical. Projects have the following conditions:

There is a budget of Rs. 2 billion set out for this initiative.

- ❖ A panel of experts was assembled to provide guidance on company strategies and plans to ensure their viability.
- ❖ The Bank of Punjab will consider job creation as a factor in approving loan applications.
- ❖ Women in public service jobs with PPSC-recruited roles will have their quota increased to 15% by the government.
- ❖ As Members of the Punjab Public Service Commission, women will make up 25 percent of the general seats.
- ❖ There must be at least 33% female participation on all boards of statutory organizations, public sector corporations, committees, and special purpose task forces and committees.
- ❖ Only one spouse's rent will be taken from a government employee's salary.

For the empowerment of women via cooperatives, Mai bhago istri shakti scheme has been introduced. It's a step in the right direction for the female demographic. The scheme's name is derived from a famous Sikh lady who served as an inspiration to others, encouraging them to better themselves and create jobs. There are a variety of initiatives designed specifically for women in rural areas that are funded under this program. One of the primary goals of this plan is to provide support for women who face prejudice in the workplace or in society at large. In order to provide training and financial assistance to rural women, this initiative has been implemented. Women-friendly locations host the training sessions.

Some businesses, such as WEAVCO, MARKFED, and MILKFED, are expanding by establishing new branches.

Despite this, the Rashtriya Mahila Kosh (RMK) initiative was launched to give microcredit to female entrepreneurs. A scheme will be created by RCS, Punjab, and Chandigarh for providing microfinance up to Rs. 25,000/- to women through PACS on the basis of Personal guarantee. As a result, PACS will be eligible to refinance loans made to women by CCBs. Women were also given the opportunity to develop specialized manufacturing skills via training programs put in place by the company. There are no fees for training at PICT or in the field.

SUGGESTIONS

1 For women's empowerment, the male-dominated society's attitude must shift to one of cooperation and encouragement, especially at the family level but also regionally, nationally and internationally. Families should encourage their children to make independent choices that will have a significant impact on their long-term well-being.

Families and society must identify and remove obstacles, such as men's attitudes on women's roles and their incorrect belief that women can't do effectively, in order to help children develop their personalities. Women should be provided with an equal opportunity to demonstrate their abilities on an equal footing with men.

Women's self-determination depends on access to higher education. As a result of factors such as rising crime rates, an increasingly hazardous environment, and restrictions on parents' ability to travel, women face challenges while attempting to pursue higher education due to cultural and societal constraints. In order to encourage girls to pursue an education, the government and educational institutions must provide a welcoming atmosphere for students and their families.

Rural residents are less likely to recognize the value of female education than those living in urban regions. They believe that females should be the only ones who have to learn about household chores. They place a premium on household educational resources while ignoring other aspects of education, which leaves women with a very little window of opportunity to grow personally and professionally. The government and non-governmental organizations should hold awareness campuses in rural regions and

address all of the goals and possibilities linked to free education.

It's time for society to shift its view of women from passive and meek to active, powerful and resolute individuals.

CONCLUSION

Society offer growth path to women to improve their lives in different manner such as providing education facilities, freedom for mobility etc. Education is important factor which develop the female skills to go forward. Developing nature of woman changes scenario of economy and create competitive environment to prove their self. Government and NGO's focus on the education standard because it is key factor that is needed to adopt change in every segment of India. Today's, woman involved in financial as well political field and enjoying the power of decision making, top standard authority status. But some critical thoughts of society pose a lot of obstacles on women in rural or semi urban areas which discourage them to go ahead.

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