

# Role of Women Empowerment in Business of India

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**Abstract-** This paper presents the role of women in developing & expansions of business. Women constitute approximately 50% of total population in the world. They are the important part of the society such as the men. Women leaders are assertive, persuasive & willing to take risks. Their role in Indian economy & business is increased by day to day. They easily managed to survive & succeed to set a milestone with their knowledge, skills, hard work, diligence & potentialities. This paper including an examination of the level of change in women power, history, technical study, time & motion study, statistical data & graphical representation. In this conceptual study conclusion that women play an important role in business development & economic progress of India. They show their power & strength in the globalization world and overcome from their threats. The aim of this paper is studies the existing research data and serves as a framework for future study.

**Keywords:** Business Development, Women Empowerment

## I. INTRODUCTION

“WOMEN EMPOWERMENT process by which those who have been denied the ability to make strategic life choices acquire such an ability.” –Kabeer

In present scenario, India is the developing country & in the year 2020 India becomes the developed country. Women proof that they are the best entrepreneur, leader, mentor, guide, teacher & motivator. During post-Vedic & epic ages of India women are not involve in business but from the 20th century they overcome from this paradox and breakdowns the barriers & enter in business sector. They cover every areas of business such as large & short capital, banking & insurance, agricultural, manufacturing, construction, real estate, communication, transport, sports, hotels, institutions & whole sale market.

They take a first step individually or with the groups & work on projects. For this, sometimes the government or financial intermediaries provide a fund for their help. Or otherwise women collect their savings & invest on it. One of the most famous success stories is the ‘Shri Mahilla griha Udyog Lijjat Papad’. Same as ‘Amul Milk Products, Amul doodh peeta hai India’ was also started by the Gujarat state rural women,

They take participation in progress of India. They can up gross domestic product (GDP) rate is 4%. Women from one-third of early stage entrepreneurs in India. Women’s Empowerment encompasses the process of change through which they gains power in decision making.

Many women got the peak position in India. They play an important role in business, politics, society & in NGO’s. Pratibha Devisingh Patil was 12<sup>th</sup> President of India. In present, Sushma Swaraj is the minister of Foreign Affairs. In 2006, Kiran Mazumdar-Shaw, who freedom Biocon, one of India’s first biotech companies, was rated India’s richest woman. Lalita D. Gupte businesswoman in India who made the list of the Forbe’s World’s most powerful women in 2006. Gupte ran ICICI Bank, India’s second largest bank until Oct 2006. Same as Sudha N. R. Narayan Murthy, Indra K. Nooyi, Chanda Kocher, Shikha Sharma, Arundhati Bhattacharya have enriched the top position in business. Dr. Renu Khatod has gain the post of chairperson of Dalas Federal Bank of America from Gwalior. Aaadand town in Gujarat 54 years of Ishaben do their milk business with the cooperation of her husband & children.

## II. OBJECTIVES OF THE STUDY

- To assess the role of business in empowering women.
- To recommend on what can be done to promote economic, social & managerial roles of women.

Key roles of Women Empowerment



**III. IMPORTANCE OF WOMEN EMPOWERMENT**

- Opportunities for development
- Career development
- Leadership
- Communication
- Image
- Work life balance
- Equal opportunities & fair treatment
- Pay & benefits
- Responsible
- Health & safety
- Job satisfaction

**IV. EXPERIMENTAL SECTION**

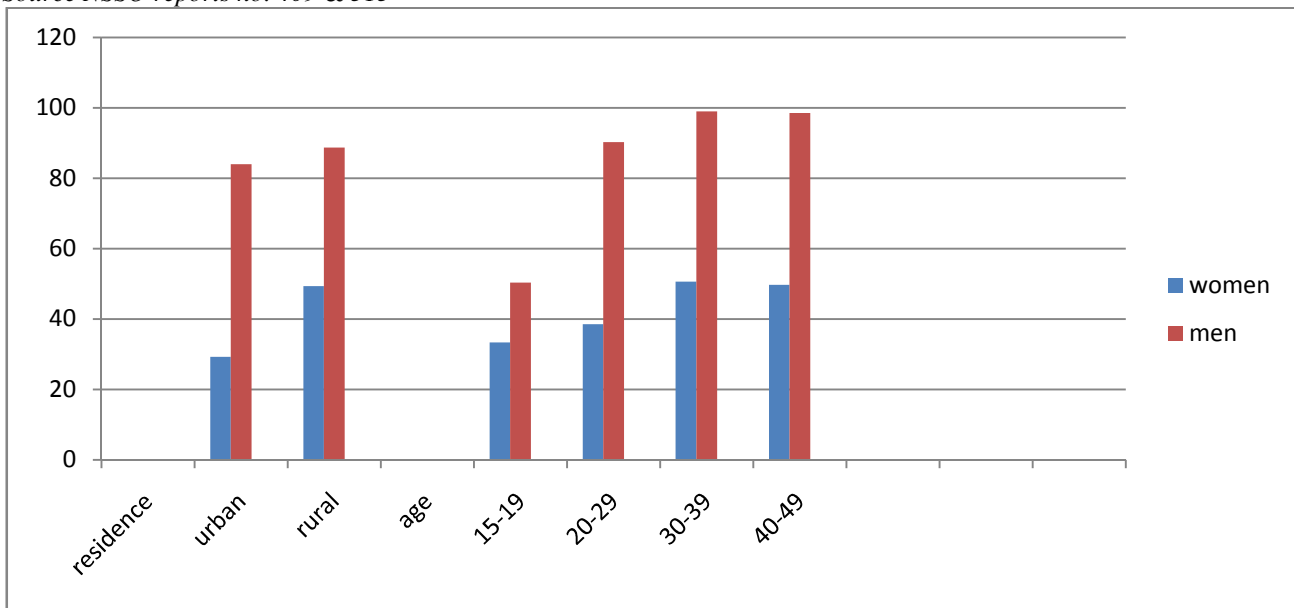
India is ranked at 28<sup>th</sup> in terms of the presence of women directors in a slight improvement from last year’s 30<sup>th</sup> position according to women on board 2013. Women account for nearly 40% of the total workforce of India & 16% are able to reach on senior management level. Interestingly women directors are on an average 5 years younger than their male counterparts.

Table 1: Percentage of women & men employment

	Women	Men
1.residence		
Urban	29.3	84.0
Rural	49.4	88.7
2.Age		
15-19	33.4	50.4

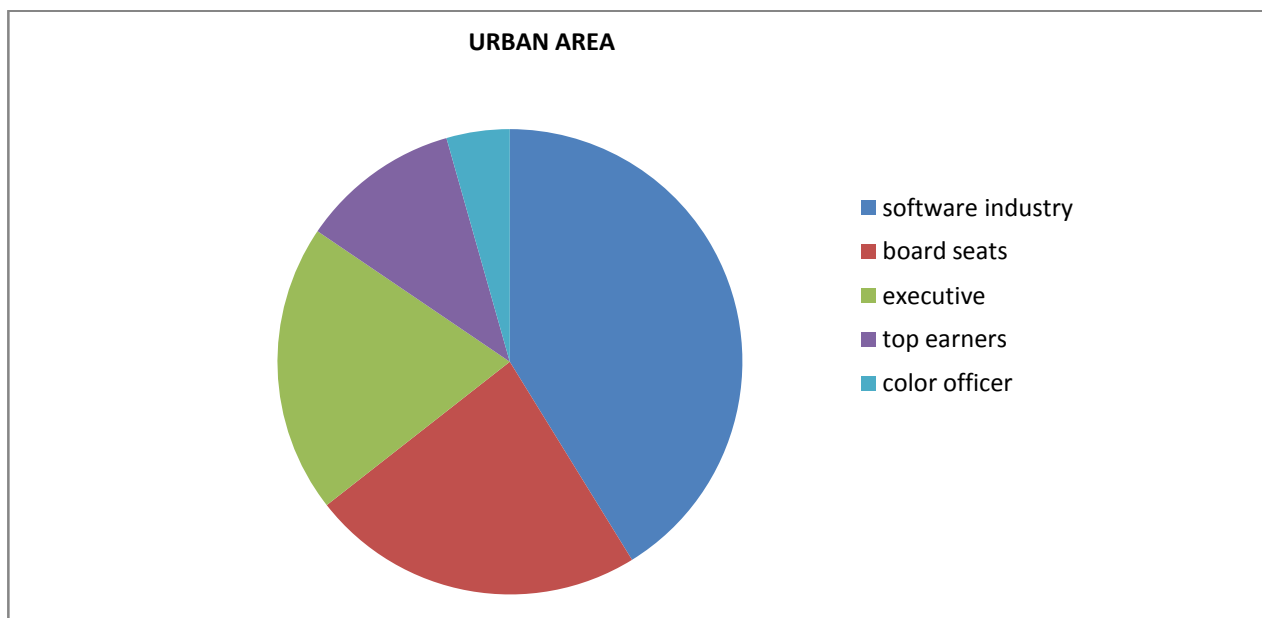
20-29	38.5	90.3
30-39	50.6	99.0
40-49	49.7	98.5

Source NSSO reports no. 409 & 515



In urban India, women participate in the workforce is impressive. That is, in the software industry 30% of the workforce is female. They held 16.9% of corporate board seats in 2013, 14.6% of executive officer positions, 8.1% of top earner slots & 3.2% of color employees.

In rural India, 89.5% participation of women labor force, in farm production average contribution is estimated at 66%, 94% employment in dairy production of India & 51% employed in forest based small scale enterprises.



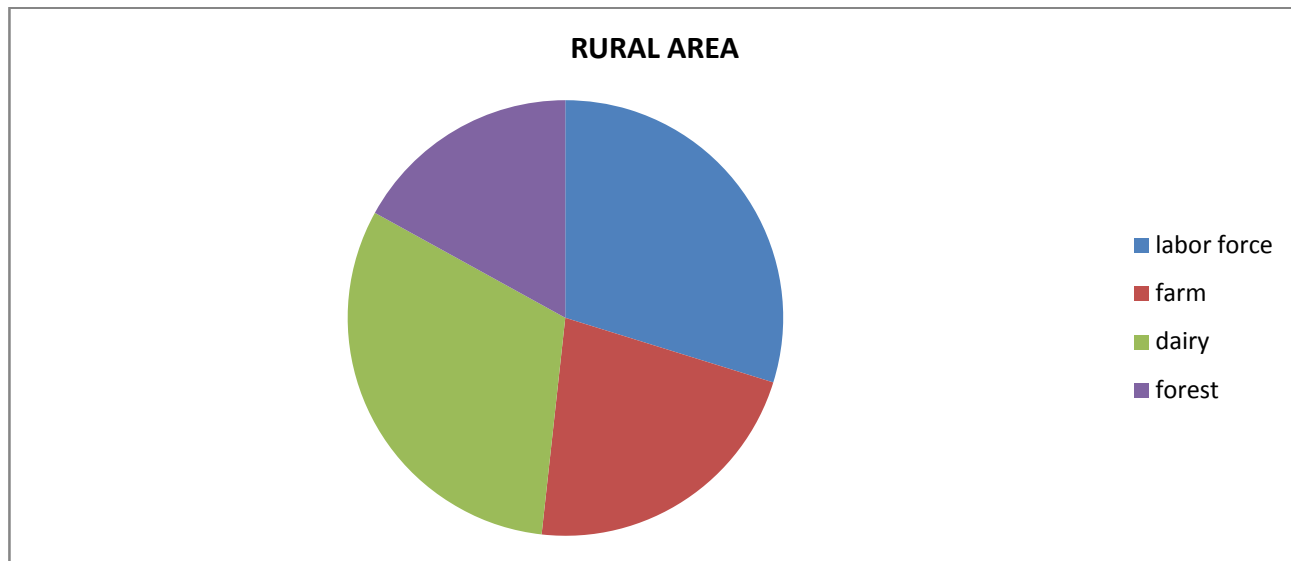
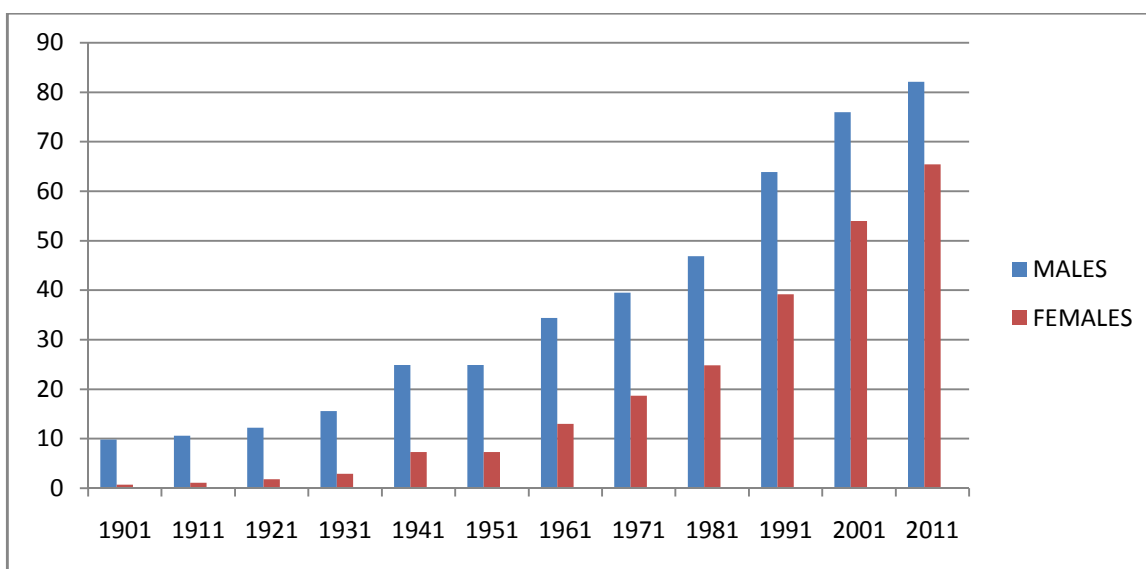


Table 2: Literacy rate in India

YEAR	MALES	FEMALES
1901	9.8	0.7
1911	10.6	1.1
1921	12.2	1.8
1931	15.6	2.9
1941	24.9	7.3
1951	24.9	7.3
1961	34.4	13.0
1971	39.5	18.7
1981	46.9	24.8
1991	63.9	39.2
2001	76.0	54.0
2011	82.14	65.46

Source: census of India 2011



Education is key factor of women role in business & management. Literacy rate is increased by day to day and awareness related to economic & social responsibilities raised the women empowerment in India.

Table 3: Relation between the literacy rate &amp; participation variables of women in India

Literacy rate	X	Variables	Y
2007	60.27	Education attainment	7.3
2008	61.87	Giving loan	10.48
2009	63.38	Bank saving account	15.07
2010	64.30	Freedom of working outside	36.35
2011	65.46	Knowledge of loan	38.6

By the calculation, values are

$$\text{Total of X} = 315.28$$

$$\text{Total of Y} = 107.80$$

$$\text{No. of data} = 5$$

$$\bar{x}_{\text{arithm}} = \frac{1}{n} \sum_{i=1}^n x_i = \frac{x_1 + x_2 + \dots + x_n}{n}$$

$$\text{Arithmetic mean of X} = 63.06 \text{ or } 63$$

$$\text{Arithmetic mean of Y} = 21.56 \text{ or } 22$$

$$\text{Standard deviation of X} = 1.82$$

$$\text{Standard deviation of Y} = 13.25$$

$$\text{Karl Pearson's correlation coefficient } r = 0.91 \quad \text{Answer}$$

## V. RESULTS & DISCUSSIONS

We have testing the Karl Pearson's coefficient of Correlation between education & role of women in some areas. Their value of  $r=0.91$  shows a high degree of +ve correlation. It means whenever the education is provided to female their role is increased in economical & social abilities.

## VI. CONCLUSION

In this paper, with the help of secondary data it can be concluded that women show their power in both internal & external environment. The research reveals that they are able to enrich their role & position by their Knowledge, skills, potentialities, Presentation & education. By increase the involvement of women in business they can help her & balance their life financially & socially stress free. They got recognition in the society & also economic interdependence in the family.

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