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### Empowerment of women through income generating activities

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#### Abstract

Women are an important sector of our society. They constitute half of the population in the country. Rural area encompasses 80% of the total population of the country. In the past, women suffered deprivation and negligence. However, as soon as they joined public life, they demonstrated their abilities by the use of their income generating activities and destroyed the barriers of control and restriction imposed by rigid customs and traditions. A women performs multiple roles both in agriculture and household sector. Women proved their creative abilities and have indeed excelled in various fields. Despite the undesirable contribution of rural women in development, this role is invisible and not appreciated statistically because it is mostly in the sector that are not represented officially, in addition to course of rigid customs and traditions that of an isolate women from public life.

Therefore, present study entitled "Empowerment of rural women through income generating activities" was undertaken during 2016-17 in Kalyanpur and Chaubepur blocks of Kanpur Nagar with the objectives to see the empowerment of rural women through various income generating activities. Thus 25-25 respondents were selected from two blocks of six villages randomly. A total number of 150 respondents were selected. Out of total respondents 26% respondents belongs up to 30 years age group, 24% of women were illiterate, 58% belongs to OBC followed by 89% belongs to Hindu religion, occupation of rural woman was mainly business. Analysis of data related to type of family, revealed that majority of respondents belongs to the nuclear family, regarding land holding maximum of the respondents have landless and their annual income Rs 50,000 to 1,00,000.

**Keywords:** Empowerment, agricultural labour, income generating activities

#### Introduction

Income generating activities will be considered those initiatives that affect the economic aspects of people's lives through use of Economic tools such as credit. Other type of support affecting women's production is considered complementary to income generating activities. For e.g. These might include childcare or basic services provision And Labour saving Technologies. The limits of welfare- oriented response to this growing crisis are now well recognised. Alternatively, many development Agencies are increasing their emphasis on assisting woman to secure income through their own efforts. Such approaches are often categorized as income generating activities and cover initiatives as diverse are the small business promotion, Cooperative undertaking job creation scheme, sewing circle, credit and saving groups and youth training programmes.

Income generating takes many forms. Originally, it was a term used only by economists to explain the intricacies of a nation's economy. However, it is now quite widely used to cover a range of productive activities by people in community. Income generating simply means gaining or increasing income. There are three ways through which income can be generated. Firstly, income generating does not always mean the immediate getting of money, although in end we use money to place a measurable value on the goods and services women produce. An example of income generation which does not leads to getting money would be a situation where a productive person produces enough food to feed him or her and the family. Skills have been to meet immediate needs and the saving has been achieved. Income is the very important parts of women's social welfare. Development programmes provide source for earning money. Rural women are engaged in different agricultural activities to earn money. Women population should actively participate in boosting the economy.

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The ratio of women in increasing day by day, so there is a need to involve them in income generating activities. India is an agriculture based country where in majority of the population still depends on agriculture as a source of livelihood and lives in rural areas. The development of

country depends on the development of rural areas. Agriculture is a main family occupation which requires capital, seed, fertilizers and other things.

## Results and discussion

**Table 1:** Distribution of rural women according to occupation, N=150

| Occupation         | Frequency | Per cent |
|--------------------|-----------|----------|
| Agriculture        | 49        | 32.70    |
| Services           | 8         | 5.30     |
| Agriculture Labour | 15        | 10.0     |
| Caste Occupation   | 8         | 5.30     |
| Business           | 70        | 46.70    |
| Total              | 150       | 100      |

Table 1 reveals that distribution of respondents according to occupation, 46.7% respondents were doing business, 32.7 per cent respondents were doing agriculture, 10% rural women were engaged in agriculture labour and 5.3% respondents

were involved in service, whereas, 5.3% respondents were involved in caste occupation. In present days, self-dependent is a very important for every women for own happy life.

**Table 2:** Distribution of rural Women according to involvement in income generating activities, N=150

| S.N. | Income Generating Activities                   | Symbol | Full Involvement (%) | Partial Involvement (%) | No Involvement (%) | Mean Scores | Rank |
|------|--|--------|----------------------|-------------------------|--------------------|-------------|------|
| 1.   | Animals rearing                                | A      | 65.3                 | 20.0                    | 14.7               | 2.51        | I    |
| 2.   | Dairy  | B      | 45.3                 | 31.3                    | 23.3               | 2.22        | IV   |
| 3.   | Processing Of Milk (Ghee, Curd, Khoya, Paneer) | C      | 45.3                 | 34.0                    | 20.7               | 2.25        | III  |
| 4.   | Tailoring Work                                 | D      | 54.7                 | 34.0                    | 11.3               | 2.43        | II   |
| 5.   | Weaving/knitting                               | E      | 38.0                 | 38.0                    | 24.0               | 2.14        | V    |
| 6.   | Small Retail Shop                              | F      | 18.7                 | 45.3                    | 36.0               | 1.83        | IX   |
| 7.   | P.C.O. Shop                                    | G      | 33.3                 | 36.7                    | 30.0               | 2.03        | VI   |
| 8.   | Beauty Parlour Centre                          | H      | 24.0                 | 42.0                    | 34.0               | 1.90        | VIII |
| 9.   | Books & Stationary Shops Centre                | I      | 27.3                 | 39.3                    | 33.3               | 1.94        | VII  |
| 10.  | Utensils Shop Centre                           | J      | 12.0                 | 43.3                    | 44.7               | 1.67        | X    |
| 11.  | Spices processing Mill                         | K      | 19.3                 | 27.3                    | 53.3               | 1.66        | XI   |
| 12.  | Dalia & Suji Mill                              | L      | 29.3                 | 31.3                    | 39.3               | 1.90        | VIII |

The perusal of table-2 reveals that involvement of rural women empowerment through various income generating activities 65.3 percent of rural women were full involved and 20% of partial involve in animal rearing activities with mean score value 2.51 and rank I followed by 54.7 percent of women were full involved in tailoring work activities as an income generating with study area with mean score value 2.43 and the rank II. 45.3% of rural women were full involved and 34% partial involvement in processing milk (curd, Khoya, paneer). Activities with mean score value of 2.25 and rank III followed by 45.3% of women full involved in Dairy work activities as an income generating with mean score value 2.22 and rank IV. Observed that involvement of rural women empowerment through various income generating activities 38% of rural women were full involved and 38% person involved in weaving/knitting activities with mean score value of 2.14 and rank V followed by 33.3% of women full involved in P.C.O. work activities as an income generating with mean score value of 2.03 and rank VI and 27.3% of rural women were full involved and 39.3 percent partial involve in books & stationery shop Centre activities with mean score value 1.94 and rank VII followed by 24% of women full involved in Beauty parlour Centre work activities as an income generating with main score value 1.90 and rank VIII. 19.3% of rural women were full involved and 27.3% partial involve in spices processing mill activities with mean score value of 1.66 and rank XI followed by 12% of women full involved in utensils shop centre work activities as a income generating with mean score value 1.67 and rank X. Rural

women were involved in different type of income generating activities to increase the living standard of own life.

## Conclusion

A majority of income generating activities target women with the explicit goal of empowering them. There are varying underlying motivations for pursuing women empowerment. Some argue that women are amongst the poorest and the most vulnerable of the underprivileged and thus helping them should be a Priority. Whereas, other believe that investing in women's capabilities empowers them to make choices which is a valuable goal in itself but it also contributes to Greater in economic growth and development.

Findings of the study may be concluded that education was found significantly correlated to rural women empowerment meaning that, a rural women having higher education level is likely to have higher empowerment. Education can bring desirable change in rural women behaviour which ultimately helps in her empowerment.

## Suggestions and recommendations-

1. The participation level of women in various income generating activities must be increased by providing them loan facilities for higher participation for income generating activities.
2. Training programmes must be strongly launched for improving the income generating activities skill in rural women.
3. Good transportation facilities must be provided for proper

supply and disposal of raw material and finished materials.

4. Household work must equally distribute to all members of family.
5. Credit facilities should be provided by government for rural women so that family members are encouraged for involvement of rural women in income generating activities.
6. There is a need to develop mechanism to monitor the income generation run by women to attend the problems in implementation, so that the favourable attitude of women could be harnessed and income generating activities development programmes can be strengthened.
7. Women should be given opportunity in income generating activities by their family members.

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