

Changing Behaviour of Society Towards Women Empowerment

* *Rajesh Kishanrao kenekar, Research Scholar Department of Commerce*

INTRODUCTION

Women have faced numerous disparities since the Vedic time, including gender discrimination, less liberty, and so forth. The culture made a remark about women that was very unpleasant, improper, and stated that women are less capable and weak than men. However, the changing environment of culture, law, and economy shields women with weapons such as the right to education, mobility, and other rights that ensure female equality. Females now have equal rights and like using them to prove themselves or improve their image. Women are becoming more efficient in every part of life, including the financial industry, leadership, and more, as a result of changing trends. This document identifies the study of altering societal behaviour for women, as well as women's performance in many segments of growth. Education is the best cornerstone that aids them in moving forward and controlling these ills nowadays. Working prospects include climbing a ladder to the top of the ceiling and receiving a mission. Women gain self-confidence, expand their choices, participate in decision-making, and have greater access to and control over resources as a result of their education. In order to expand and develop the economy, educated women play a critical role in creating a competitive or advantageous environment. Women are that factor in society that has the power to change all aspects of society; however, in the past, they have faced discrimination at work due to low salaries and fewer job opportunities; however, new educational status has enabled women to create a new image in society that is vastly different from the past. These circumstances make it difficult for a woman to develop a professional attitude. Some cultural barriers are also preventing girls from pursuing higher education. The process of women's empowerment refers to a significant shift in society that raises awareness of the importance of their development. Some factors that influence women's growth include:

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

LITERATURE REVIEW

- Erika Zoeller Vêras (2015) looked into female entrepreneurship, women's business development, and potential to create shared value. Women's empowerment and gender equality can be aided significantly through enterprise development, which plays a crucial part in gender strategy. As a result, it is critical to comprehend both of these concepts. However, there is a scarcity of research on the concept's combination. Although women are making significant progress in business, they still lack access to capital, skills, and rights when compared to males. In addition, they do not have enough economic opportunities.

- D. Kumuda (2014) conducts research on India's diversity and rich legacy, as well as the negative aspects of the country. If women have been revered since the time of the Goddess, there has also been "sati." Oppressed women have come a long way as a silent witness. Despite the fact that the problem has become more prevalent, some facts (education charges, sexual harassment, and so forth) can be frightening. Many women have overcome obstacles, and there are likely to be many more in the future. It would be beneficial to the community if women were to be guided. Our own country's dream may be realised as a result of this women's empowerment holiday. The objective is to restore its former splendour. Returning to the role of the "golden peacock."

- Pankaj Kumar (2014) has done research in this area. Women's empowerment will be a critical tool for increasing women's ability to acquire resources and make well-informed life decisions. However, Indian societies have a reputation for being unsuitable for females when it comes to internet marketing. In reality, the increased rate of atrocities committed against women is a sign of oppression in our culture and demonstrates that we are a newly oppressed group. Clearly, in today's Asia, the word "safety" is a dated concept. Traditional devaluation of women and normative reification of men are common in Asia. Last year, the World Economic Forum released its Global Gender Gap Report, which rated Asia 114th out of 134 countries for gender inequality in the economy, government policies, health, and education. India was ranked 127th and 122nd, respectively, in terms of equal economic opportunities and women's involvement in the labour force. Women's employment, particularly in metropolitan areas, is extremely low when compared to men's. Despite training, female literacy is still lagging behind male literacy (only half of the female population is literate) (three fourth with the male inhabitants are literates).

OBJECTIVES

1. To assess how women's behaviour in society is changing, such as their financial behaviour and decision-making.
2. To determine the current economic situation of women.
3. To make recommendations to better the condition of women in society.

RESEARCH METHODOLOGY

This research is based on secondary information. The information was gathered from journals, newspapers, magazines, and websites.

INDIAN WOMAN IN FINANCIAL SECTOR

Women's participation in the service sector has expanded day by day in emerging countries, both as employees and as employers. With the help of education, a high-potential female validates herself by doing great things. The health and education industries are two of the most heavily populated by women. These elements encourage people to assume a professional demeanour. Many experts have found that firms with female CEOs at the top have higher performance and efficiency than those without. Because of their abilities and calibre, they have risen to the top of organisations. India's top female-led banks include:

1. Bharatiya Mahila Bank's Chairperson and Managing Director Usha Anantha Subramanian. In November of this year, she was appointed Chairperson and Managing Director of the country's first women's bank.
2. Arundhati Bhattacharya is the Chairperson of SBI; she is the first woman to lead India's largest or most powerful bank. She started working for SBI in 1977 as a probationary officer and held numerous significant positions during her career.
3. Vijayalakshmi R. Iyer was the Chairperson and Managing Director of Bank of India. Her bank's bad loans increased to 2.35 percent of advances in 2012/13, up from 1.47 percent the previous year, while its capital adequacy ratio of 11.02 percent was the lowest among significant banks.
4. ICICI Bank Limited, led by Chanda Kochhar, is the second largest bank in India and the largest private sector bank. She is credited with revolutionising the retail banking landscape in India. With her abilities, she makes a difference on a national and worldwide scale.

5. HSBC India's Group General Manager and Country Head is Naina Lal Kidwai. She was recognised at the global level for her business and leadership abilities.
6. HDFC's Managing Director is Renu Sud Karnad. From 2010 until 2015, she served as the Corporation's Managing Director during a five-year term.
7. Since 2009, Shikha Sharma has served as the Managing Director and CEO of Axis Bank. She formerly worked for the ICICI Group in Project Finance, Retail Banking, and Investment Banking, as well as Managing Director and CEO of ICICI Prudential Life Insurance Firm, the country's top private sector life insurance company.
8. Allahabad Bank's Chairperson and MD, Shubhalakshmi Panse. Since November 2009, she has served as the Ex-Executive Director of Vijaya Bank. She was in charge of the bank's administration and business development, as well as overseeing all portfolios.

ECONOMIC STATUS OF FEMALES IN INDIA

In the Indian economy, women's economic status has greatly improved, resulting in a significant change in India's face. Every sector of the Indian economy employs women. Female participation in economic activities contributes to the nation's economic progress. The increasing expansion of females in the organised and unorganised sectors of the economy indicates that women's economic status is improving. Women are encouraged to enter the field by the availability of jobs or work participation. According to the 2011 census data, females participate in the workforce at a rate of 25.51 percent in the urban region compared to 53.26 percent for males, while females participate at a rate of 30.02 percent in the rural sector compared to 53.03 percent for males. In the rural area, the ratio of working females was 24.8 and the ratio of working men was 54.3, whereas in the urban area, the ratio of females was 14.7 and the ratio of males was 54.3. Working women made up 52.4 percent of the workforce in Himachal Pradesh, 27.3 percent in Sikkim's urban sector, while 59.3 percent of women in rural areas were self-employed. Females' working position reflects their economic worth, and in poor countries, the government and non-governmental organisations (NGOs) assist women in improving their economic status so that they can live comfortably.

Several organisations have created plans and projects to promote women, such as The Bank of Punjab's "Women Entrepreneurship Financing Scheme" for financing to start a business. Day care centres, bakeries, eateries, catering, furniture, interior design, boutiques, fitness gyms, event

management, vocational institutions, driving schools, jewellery, apparel, and accessories, and any other possible ventures are examples of commercial business formats. Project provisions include:

- This scheme has been given a budget of Rs. 2 billion.
- A panel of experts was assembled to provide recommendations on company plans and strategies in order to ensure their viability.
- The Bank of Punjab will include job creation as one of the factors for approving loan applications.
- The government should increase the quota for women in public service positions recruited through the PPSC to 15%.
- As members of the Punjab Public Service Commission, women will make up 25% of the general seats. A minimum of 33% female presence is required on all boards of statutory organisations, public sector businesses and committees, as well as special purpose task forces and committees.
- Only one spouse's house rent will be deducted in the case of a government employee. Another initiative is the Mai Bhago Istri Shakti Scheme, which aims to empower women through cooperatives. It is a motivating step for the female population. The scheme is named after a renowned woman in Sikh history who inspired people to improve themselves and create jobs. Various types of programmes for rural women were introduced under this scheme. The major goal of this programme is to help women who are discriminated against. Under this system, women in rural areas can participate in training and credit projects. The training programmes are held in locations that are convenient for females. Some companies, such as WEAVCO, MARKFED, and MILKFED, have opened new branches in order to expand.

Despite this, the Rashtriya Mahila Kosh (RMK) scheme was launched to provide microcredit to women entrepreneurs. RCS, Punjab, and Chandigarh would launch a scheme to provide microfinance up to Rs. 25,000/- to women through PACS on the basis of personal guarantee. PACS will be able to refinance against loans made to women from CCBs. It also developed training programmes for women to master specific production skills. Government / semi-government financed all trainings at PICT and in the field.

SUGGESTIONS

1. For women's empowerment, male-dominated societies must change their attitudes and strive to be more cooperative with women, encouraging them to participate in decision-making at the home, local, state, national, and international levels. Families should encourage them to make their own decisions that affect their future well-being.
2. To help people develop their personalities, families and society should recognise and address issues such as men's attitudes on women's roles and their false belief that women can't do effectively. They should offer women the same chance and opportunities to prove themselves.
3. Women's empowerment necessitates better education facilities. Some cultural and societal constraints make it difficult for girls to pursue higher education, such as a lack of family support for long-distance study, and parents' decisions are influenced by rising crime rates, unsafe environments, and minimal travel. To encourage girls to pursue higher education, the government and educational institutions should provide a suitable environment for students and their parents.
4. People in rural areas are less aware of the importance of females' education. They believe that only girls need to learn about housing activities. They place an emphasis on home-based educational facilities while ignoring other aspects of education, resulting in a relatively limited area for women to develop themselves. The government and non-governmental organisations (NGOs) should create an awareness campus in rural areas to address all of the plans and opportunities linked to free education.
5. Women's perceptions in society should shift from weak, dependent, passive, and meek to autonomous, active, strong, and determined human beings.

CONCLUSION

Society provides women with opportunities to enhance their life in a variety of ways, including educational opportunities, freedom of movement, and so on. Education is a critical aspect in developing women's abilities to advance. Women's changing nature alters the economic landscape and creates a competitive climate in which they can show themselves. The government and non-governmental organisations (NGOs) are focusing on education standards because it is a critical aspect in implementing change in India's various segments. Today's women are involved in both the financial and political fields, and they have the power to make decisions and hold positions of

high authority. However, certain critical societal views erect numerous barriers for women in rural and semi-urban areas, discouraging them from progressing.

REFERENCES

1. An Analysis of Women Education in India, Volume-3, Issue-8, August Special Issue-2014
ISSN No 2277 - 8160
2. Bhandari, S. / Educationia Confab ISSN: 2320-009X Vol. 3, No. 2, February 2014 1
energy.gov/sites/prod/files/USAID%20GenderEqualityPolicy%20March%202012.pdf
3. Friedmann, John. 1992. Empowerment: The Politics of Alternative Development.
Cambridge, MA: Blackwell Publishers.
4. *hdr.undp.org/sites/default/files/hdrp_2010_14.pdf*