



EMPOWERING WOMEN THROUGH KUDUMBASREE PROJECT

Helen Hepsy R. C.

Research Scholar , Reg.No:10370 ,

Manonmaniam Sundarnar University , Tamilnadu, South India.



ABSTRACT :

Empowerment is one of the main procedure and concerns on addressing human rights and development. The term women empowerment refers to the increasing of the spiritual, social, political and economic strength of all women. A Self Help Group is an informal association to enhance the financial security as primary focus and other common interest of members such as area development, awareness, motivation, leadership, training and associating in other social inter-mediation programmes for the benefit of the entire community.

KEYWORDS : Empowerment, Women, SHG, Power & Financial Security.

INTRODUCTION :

Women empowerment can be measured through the gender empowerment measure (GEM) which shows women's participation in a given nation both politically and economically. Entire nations, business, communities and groups can benefit from the implementation of programmes and policies that the nation adopts for women empowerment. Self Help Group (SHG) is a homogeneous group of poor women.

Education helps women to know their rights and to gain the confidence to claim them. Thus closing the gender gap in education is a development priority. The 1994 Cairo Consensus recognised education, especially for women as a force for social and economic development. Today the status of women in Indian society has changed drastically and now her position is equal to that of men in all aspects; socially, economically, educationally, politically and legally. India is the first in the world to have given women the right to adult franchise. The Indian Constitution is progressive of its kind in the world and guarantees equal rights to men and women.

A woman is the basic unit in the family, shouldering almost all the responsibilities in the family. But she has to suffer inequalities and harassment in all the phases of her life, from womb to tomb. Family plays an important role in the development of society. The new constitutional provisions have led to a massive entry of women into local government bodies starting in the mid-1990s. The social attitude towards women in general, are that their basic needs and aspirations are also ignored. Because of their poor social status, women are excluded from decision making processes. As a result, development has failed to bring about significant changes in the quality of life of women in most of the rural areas. For the development of society it is necessary to develop the women. For empowering women government organise many projects. Kudumbasree is the one of the project implemented in Kerala. Kudumbasree movements were launched on 17 May 1998. Kudumbasree means prosperity of the family. Kudumbasree units enable women to grow their savings and to access the credit which banks are increasingly willing to lend. Kudumbasree units are also community platforms in which villagers become active in all activities. More than half of the

population constitutes women. So the goal of empowering the nation becomes a realistic one only through the empowerment of women.

NEED AND SIGNIFICANCE OF THE STUDY

Kudumbasree is a female-oriented, community-based and poverty reduction project of the Kerala. The mission aims at the empowerment of women, by forming Self Help Groups and encouraging their entrepreneurial life or other wide range of activities. The purpose of the mission is to ensure that women should no longer remain as passive recipients of public assistance, but active leaders involving developmental initiatives. Today women share equal status as men.

OBJECTIVES OF THE STUDY

1. To analyse the demographic and employment profile of the selected samples.
2. To develop an awareness about the Kudumbasree project.

HYPOTHESIS

The present study is entitled as "Empowering Women through Kudumbasree Project". This study is the awareness on empowering women through Kudumbasree project.

METHODOLOGY

Methodology is the description of procedures or techniques adopted in a study or investigation. It occupies a very prominent part in research because the success of any investigation depends largely upon the suitability of the method, tools and statistical techniques used for the collection of data. Primary and secondary data are also collected for the effectiveness of the study. The sample of present study consists of a representative sample of 35 Kudumbasree members from Trivandrum district selected by convenient random sampling method. A self-prepared Questionnaire to check the answers of kudumbasree projects for women empowerment was used for this study. The organized data were analyzed using percentage.

SCOPE OF THE STUDY

Women are bestowed with immense moral strength than her male counter parts. She can face any challenge by the support of her family and peers. For the holistic empowerment of women, the social, political and economic aspects impacting on them must coverage effectively. More and more women are becoming financially independent and this has a remarkable impact on the country's economy. Creation of Kudumbasree units in rural India has given an opportunity to the women, not only to add to the family income but also contribute to the development of national economy. It is also acknowledge that the contribution of the women members of kudumbasree units in the pursuit of education, health requirement and hygienic food intake in the family and also improved the quality of life. Society is undergoing a change for the better. Thus to bring weaker and neglected sections of the society to the main stream, kudumbasree units can serve as a strong instrument.

RESULTS AND DISCUSSIONS

Table-1 Percentage wise distribution of sample according to different age

Age	Count	Percentage
31-40	16	45.7
41-50	8	22.9
>50	11	31.4
Mean ± SD	45.4 ± 11.8	

From the above table, it is clear that 45.7% (16) of samples under the age group 31-40. 22.9% (8) sample under the age group of 41-50. 31.4% (11) sample under the age group of >50.

Table-2 Percentage wise distribution of sample according to occupation

Occupation	Count	Percentage
Agriculture	8	22.9
Animal husbandary	10	28.6
Thozhil urappu	9	25.7
Sewing	6	17.1
Dependent	2	5.7

From the above table, it is clear that, 22.9% (8) of samples depended agriculture. 28.6% (10) of samples depended animal husbandary. 25.7% (9) of samples depended on thozhil urappu. 17.1% (6) of samples depended on sewing. 5.7% (2) of samples depended dependent.

Simple statistical methods are used to analyse the data. On the basis of the data collected the investigator tries to analyse the knowledge of kudumbasree members about the various projects of kudumbasree units. While considering their knowledge about rights and duties for 82% of the respondents agreed that there is considerable increase in their knowledge about rights and duties. For entering into the stage women need courage and confidence which generally found less in them. But the study revealed a highly appreciable matter that out of the total respondents for 94% ascertained there is an increase in courage to face problems after joining kudumbasree units. 92% of the members said that joining kudumbasree unit helped them to participate more in developmental programmes of society. Lack of confidence is a major hindrance of women empowerment. The above mentioned findings of the study revealed that the empowerment of women only through Self Help Groups.

CONCLUSION

Women empowerment and kudumbasree project are inter related to each other. Women empowerment is the one of the important aims of kudumbasree project. In the modern time women in India were given freedom and right such as freedom of expression and equality as well as the right to be educated. Now various prestigious positions were held by women. However some problems such as dowry, domestic violence, sex selective abortion and female infanticide are still prevalent. An awareness prepared in which the concept of empowerment of women through kudumbasree project. The result of the study shows that the progress of kudumbasree project will leads to women empowerment.

REFERENCES

- Abdul Samad M (2007) "Women Empowerment and Panchayat Raj Institutions in Kerala, *Kurukshetra*, Vol.55, March, pp.37-41.
- Agarwal, Deepthi (2001), Empowerment of Rural Women in India, *Social Welfare*, Vol.48, July, pp.28-29.
- Batliwala (1994), The meaning of Women Empowerment: new concepts from action, p.45.
- Bhatia and Bhatia (2000), A lending to groups, *Yojana*, Vol.5, pp.18-20.
- Dhanya (2010), "Women Empowerment and micro finance: a case study from Kerala, p.45.
- Eisler (2007), "The real wealth of nations: creating a caring economics", p. 90.
- Kala, G.S., (2004), Economic empowerment of women through Self Help Groups, *Kisan World*, Vol.31, p.26.