

CHANGING BEHAVIOUR OF SOCIETY TOWARDS WOMEN EMPOWERMENT

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Abstract - Women face several inequalities from Vedic period such as gender discrimination, less liberty etc. the society gave statement for women was very unfavorable, unsuitable which contained that women is less capable, weak as compared to men. But changing environment of society, legal and economy protects the woman with weapon of right of education, right of mobility and other rights which gives equality to female. Nowadays female getting equal rights and enjoys these to prove their self or develops image. Changing trends makes women more efficient in every phase like financial sector, leadership and more. This paper identifies the study of changing behavior of society for women and includes women performance in development of different segments.

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

I. INTRODUCTION

Women development is necessary for nation growth. A government and non-government organization focuses on Education, employment and entrepreneurship which are basis factors to develop the female status in society. In the past periods, women survived under pressure of society and live life with discrimination. In developing countries or in developing status, dominating male society offered limited boundary to female for living and their thoughts affected female image such as weak, less capable. But the changing behavior of society encourage woman to prove their image and potential to discover. Nowadays, education is best pillar that supports to them for moving ahead and to control these evils. Employment opportunities are ladder to touch the top ceiling and getting mission. Through the education women develop self-confidence, expansion of choice, involvement in decision making and increased access to and control over resources. For economy expansion and development, educate women plays her vital role to create competitive environment or favorable environment. Women is that factor of society who can change the all sections of society but in past period, they face discrimination at work places in order to low salaries, less working opportunities but new educational status helps women to create new image in society which is totally different from past. These factors demotivate the woman to adopt professional nature. Some cultural issues are also posing the obstacles on girls to getting higher education. The process of women empowerment refers to powerful change in society that creates awareness in society toward the development of them. Some factor that effects the women development:

- 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.

II. LITERATURE REVIEW

Erika Zoeller Véras (2015) has investigated on female entrepreneurship, women's enterprise development and the opportunities to create shared value.

Enterprise development can make a significant contribution to women's empowerment and gender equality and has a key role in gender strategies. Thus, understanding these topics together has become important. Nevertheless, there is a lack of research regarding the combination of the concepts. The framework arose due to the fact that although women are making relevant advancements in entrepreneurship, Ayet, if compared to men, they lack access to finance, training, and rights. Moreover, they have an insufficient access to economic opportunities.

D. Kumuda (2014) offers studied regarding the India having its diversity along with rich heritage has an ugly side for it. If women happen to be worshipped since Goddess, there's been "sati" far too. A quiet witness, the oppressed women have fallen a long way. Though the problem has increased some facts (education charge, sexual harassment among others) are usually daunting. Many women have cracked the hindrances and we would still witness a lot more.

To guide women would be to the help community. And via this vacation of women - empowerment our own nation may achieve its dream. The want reviving it's past beauty. To end up being the "golden peacock" once again.

Pankaj Kumar (2014) offers analyzed with regards to Women empowerment will be the vital device to broaden women's capacity to have resources also to

make arranged life choices. But, Indian societies have obtained notoriety internet marketing unsafe for females. In truth, the higher level of atrocities versus women is usually an indicator with the coercion in our society along with underscores we are a new suppressed community. Clearly, safety is usually an obsolete phrase in today's Asia. In Asia, women are usually devalued traditionally as well as the men are usually normative reified. The Worldwide Gender Gap Report from the World Economic Forum just last year ranked Asia 114th away from 134 international locations for inequality between men and women in the particular economy, state policies, health, along with education. On equivalent economic prospects and women's participation within the labour force, India placed 127th along with 122nd respectively. Women's job both in rural and urban areas is really low compared using men, particularly in urban areas. In top of training, still the female literacy charge (only half of the women population are usually literates) is usually wadding guiding male literacy charge (three fourth with the male inhabitants are literates).

Manav Aggarwal (2014) looked at that training among women will be the most strong tool of attaining power within the society. It helps in cutting down inequalities along with functions as a method for improving their status inside family. As you know that training is must for anyone but however, in this kind of male taking over society, the training of women has become neglected for an extended time. Empowering women is usually an important end in itself in addition to being women get the same reputation, opportunities along with social, economic and legal rights as adult males, as they get the right to health-insurance and gender primarily based violence, human well-being will likely be enhanced. The present study explores the particular role of education in women empowerment as well as the status of women training in Asia. It shows that the training is biggest part within the life of every woman.

Eswaraiah (2014) demonstrated that ladies' empowerment has become one of several fascinating things attracted a person's eye of Government and non-government agencies, social scientists, social activist, academicians along with researchers throughout the global and even more so in developing international occasions like Asia. In order to offset the sufferings of Indian women, many schemes/

programmes happen to be conceived along with implemented from the Govt. from time to time. Self-help class scheme is probably such systems primarily are aimed at development of self along with collective efficaciousness and vis-à-vis cutting edge of using development with the society. The present paper is usually an empirical attempt focusing on women empowerment via self-help organizations in drought -prone Ananthapur region in Andhra Pradesh. The findings with the study set up the SHGs get made having a positive impact upon women empowerment especially within the spheres of social reputation, economic empowerment along with decision-making upon various issues with family concerns.

OBJECTIVES

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

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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