

UNLEASHING THE POTENTIAL OF WOMEN EMPOWERMENT IN SPSR NELLORE DISTRICT OF ANDHRA PRADESH

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Abstract:-

Aim/Purpose: - The aim of the descriptive research study was to study the women empowerment in India. The various factors like: government policies, programs and the cultural dynamics for women's empowerment, the gender disparity and other aspects which influence the women empowerment will be studied. **Outcome:** - The outcome if the research witnessed with respect to demographic factors like: age, gender, educational qualification. There are various factors and its impact on women empowerment is explained. **Research Methodology/Approach/Design:** - It is a descriptive research design. The researcher collected 150 samples with the help of convenience sampling technique from various respondents from SPSR Nellore District of Andhra Pradesh State with the help of structured closed ended questionnaire. **Statistical Technique:** - Applied convenience sampling as the population is undefined and applied both descriptive and inferential statistics which include: Mean, SD, ANOVA. The significance value tested at 5% level of significance. **Generalization:** - The outcome of the research can be generalized under any phenomenon where need arises to assess the women empowerment in India. **Social relevance:** - The research will better contribute for the society development as women's empowerment is very much essential in present context. **Type of Research:** - It is a descriptive research design.

Key words:- Women's empowerment, Women's development, Women's role, women's growth etc.,

Introduction:-

In India, empowering women is a critical step towards transforming society and promoting equality and opportunities for women. Initiatives such as employment and education programs have enabled women to overcome historical barriers over time. The goal of government initiatives like local body reservations is to increase their political representation. Notwithstanding advancements, obstacles still exist, necessitating a team effort to end discrimination based on gender. Women's empowerment is a social and economic development catalyst as well as a matter of rights. Campaigns for awareness and grassroots movements are essential in dispelling myths and empowering women in all spheres of society. Women's abilities and independence are further enhanced by their access to education and skill development programs. Women's empowerment is

based on the idea that they can become economically independent through employment opportunities and entrepreneurship. Continual endeavors aim to establish a community in which each woman can fully utilize her entitlements, participate in the process of making decisions, and flourish in a nurturing atmosphere.

Review of Literature: -

Sen (2018) The research emphasizes on the transformational impact of educational programs for developing women empowerment and making economically independent in the 21st era. Gupta et al. (2019) the government initiatives like micro finance will positively influence with respect to economic independency and respect in the society and decision-making power of women in the contemporary context. Kumar and Johnson (2017) facilitate the legal framework for women empowerment in India. There are various government statutory welfare facilities motivates the workplace conditions for women in India. Patel and Smith (2020) examine the impact of digital literacy on women empowerment in India. The research examines the impact of sophisticated technology and accessing information from various sources are the success factors of women empowerment in India. Rao and Mishra (2016) discussed the nexus between the women health and empowerment. The various health care programs of women will safeguard the health condition of women for better society. Singh and Brown (2018) the political landscape, emphasizing the significance of women representation in various statutory decisions. The studies delve the impact of various government policies facilitating the representation of women participation in various decision-making aspects. Mitchell et al. (2019) The various non-government organizations (NGO's) contribution for grassroot empowerment of women is essential. Li and Gupta (2017) explore cultural shift is essential for women's empowerment in India. The role of media and cultural movements in challenging stereotypes are the essential aspects. Das and Khan (2019) the gender- responsive budgeting and strengthening the economic policies are essential for women's empowerment, resources allocation and financial inclusion for women empowerment is essential for women empowerment in India. Gupta and Ahmed (2018) examine the factors like: class, caste and ethnicity and gender bias, influences a lot for women's opportunities. Sharma et al. (2020) investigates the role of micro finance in rural areas plays a crucial role economic and social transformation of women in rural areas. Also explained that the micro finance impact is high especially in rural areas. Authors like Patel and Singh (2017) explains about the role of media plays a crucial role for shaping the perception of women empowerment. The medial representations on gender equality and its impact on socio-economic conditions. Kim et al. (2019) the research explains about women's participation in science, technology, engineering and mathematics in various fields. Promoting the gender equality is essential for strengthening women empowerment in India. Rahman and Chatterjee (2018) the psychological dimensions of empowerment programs on women's self-esteem, confidence and overall programs which motivate individuals. Jones and Kapoor (2021) discussed the connection between maternal and child health initiatives and women empowerment are essential in the contemporary context. Banerjee and Gupta (2016) the effect of reservation policies for women in local governance plays

a significant role. Further, the research also explains the reservation on women's political participation. Malik and Dey (2018) the research explore, the issues relating to work-life balance, gender discrimination in the work place are the essential aspects of empowerment. Khan and Rao (2019) investigate the influence of cultural dynamics and empowerment of women and various cultural norms and religious practices are essential aspects. Sharma and Joshi (2017)The study examines changes in household decision-making, relationships, and overall family well-being resulting from women's empowerment. Gupta and Singh (2020) contribute to the discourse on women's empowerment and sustainable development. Their research assesses the interconnectedness of gender empowerment initiatives with broader sustainable development goals. Sharma and Das (2019) investigates persistent barriers to women's economic empowerment in India. Gupta and Patel (2021) analyse community-based health interventions and their impact on women's empowerment. Their study assesses programs focusing on maternal and child health, providing insights into the role of healthcare in empowering women. Malik et al. (2018) The art and cultural initiatives must empower the women. The study examines the participation in cultural activities contributes to women empowerment in India. explore the transformative power of art and cultural initiatives in empowering women. Their study examines how participation in cultural activities contributes to a sense of agency and challenges traditional gender norms. Johnson and Gupta (2020) The application of special education programs and other government policies are essential for the women's empowerment in India. Therefore, to develop women empowerment in India there should be revolutionary changes must bring. Patel and Kumar (2018) The psychological needs of women's empowerment and its impact on overall development plays a significant role in the present circumstances.

Research GAP:-

The researcher identified the gap to analyse the role of government initiatives and the need and importance of education to develop women's empowerment and the role of cultural development and the gender discrimination and workplace empowerment, priority are the major aspects of the present research. The researcher has taken the sample of 150 to collect data form various respondents on the basis of simple random sampling.

Objectives: -

- To know the opinion of various women respondents on women empowerment from the selected area
- To assess the data with respect to various demographic variables to assess the variation in the opinion of respondents.
- To suggest the best practices for the development of women empowerment in India.

Need and Importance: -

Women empowerment is crucial for addressing historical gender disparities, promoting equality, and dismantling societal norms that limit women's opportunities. Empowered women contribute significantly to economic growth by participating in the workforce, starting businesses, and driving

innovation, thereby enhancing overall national development. Women's empowerment fosters social stability by promoting education and healthcare, leading to healthier families and communities, and breaking the cycle of poverty. When women have equal participation in decision-making processes, whether in politics or within households, it leads to more inclusive policies and improved overall governance. Nations that prioritize women's empowerment gain a competitive edge globally, benefiting from a diverse and skilled workforce that can adapt to a rapidly changing world, fostering innovation and resilience.

Statement of the Problem:-

The issue at hand revolves around the persistent challenges hindering the full realization of women's empowerment in India. Despite notable progress, factors such as gender-based discrimination, limited access to education and healthcare, economic disparities, and cultural norms continue to impede the comprehensive advancement of women.

Research Methodology & Design:-

Data Sources: - Researcher has taken both primary and secondary data sources to collect the opinion from various respondents. The primary data sources collected through structured questionnaire and the secondary data sources for review of literature.

Sample Size: - The researcher has taken 150 sample size on the basis of convenience sampling from various women respondents. In fact, it will fall under non-probability sampling as the population is indefinite.

Sampling Method: - As discussed earlier the study will fall under the non-probability sampling as the population is not defined.

Sampling Frame: - The study is restricted to Andhra Pradesh only. The data for research collected from various districts of SPSR Nellore District of Andhra Pradesh only.

Statistical Techniques: - Applied both descriptive statistics to analyse the data in all aspects. The descriptive statistics include: Mean, SD and ANOVA. The data can be further tested with the inferential statistics also.

Reliability:- The data preliminary tested with the Cronbach's alpha reliability test. The Alpha reliability test has shown approximately 80%. Therefore, the validity and reliability of the model is showing high accuracy.

Equal Opportunity of Education: - Women should have equal opportunity for education in society as compared to men. The educated women can be come autonomous with respect to decision-making and forward planning in life. The following Table.1 explains about the relationship between equal educational opportunities with respect to age group.

Table.1: Women in India have equal opportunities for education and career advancement.

Subgroup	N	Mean	SD	F	Sig.
Below - 25	11	3.09	1.300	0.114	0.892
26 - 40	100	3.28	1.190		
40 - above	39	3.26	1.371		
Total	150	3.26	1.239		

This table.1 presents data on responses to the questionnaire regarding women's opportunities in education and career advancement. Participants are grouped by age ranges: below 25, 26-40, and 40 and above. The table includes the number of respondents (N), the mean score, standard deviation (SD), and the results of an ANOVA test (F and Sig.) to assess any significant differences between the age groups. The F-statistic is 0.114, and the p-value (Sig.) is 0.892, indicating that there is no significant difference in responses across age groups.

Government initiatives to promote women Empowerment: - Government should come forward with unique policies and procedures for strengthening women empowerment in India. The following Table.2 explains about the opinion of respondents with respect to government Initiatives to promote women empowerment with respect to age group of respondents

Table.2: Government initiatives in India effectively promote women's empowerment.

Subgroup	N	Mean	SD	F	Sig.
Below - 25	11	3.73	0.905	0.858	0.426
26 - 40	100	3.27	1.179		
40 - above	39	3.44	1.334		
Total	150	3.35	1.204		

This table examines responses related to the effectiveness of government initiatives in promoting women's empowerment. The Mean values for below-25 years 3.73 followed by 3.27, 3.44 and 3.35. Similar to the previous table, participants are categorized by age groups. The F-statistic is 0.858, and the p-value is 0.426, suggesting no significant difference in opinions across age groups.

Cultural norms and societal expectations: - The cultural norms and societal expectations significantly limit the women's empowerment in society. The various orthodox principles and

cultural aspects will hinder the empowerment of women in society. The following Table.3 explains about the cultural norms and societal expectations and its significant impact on women's empowerment.

Table.3: Cultural norms and societal expectations significantly limit women's choices and freedom.

Subgroup	N	Mean	SD	F	Sig.
Below - 25	11	3.45	1.036	1.714	0.184
26 - 40	100	3.29	1.282		
40 - above	39	3.72	1.123		
Total	150	3.41	1.233		

This table focuses on cultural norms and societal expectations limiting women's choices and freedom. Again, participants are divided by age groups. There are various age groups below 25 and its corresponding mean value is 3.45, 26-40 is 3.29 and 40- and above are 3.72. The F-statistic is 1.714, and the p-value is 0.184. While the F-statistic is higher than in previous tables, the p-value suggests that the differences in responses across age groups are not statistically significant.

Gender-based Discrimination:- The gender discrimination is troublesome aspect of women's empowerment in society. In majority of the cases there is a high degree of gender discrimination in society. The following Table.4 explains about the gender-based discrimination in society and opinion with respect to age group.

Table.4: Gender-based discrimination is prevalent in my workplace or community.

Subgroup	N	Mean	SD	F	Sig.
Below - 25	11	2.73	1.421	1.254	0.288
26 - 40	100	2.21	0.977		
40 - above	39	2.31	1.080		
Total	150	2.27	1.042		

Here, the table explores perceptions of gender-based discrimination in workplaces or communities. The corresponding mean values for below 25 years are 2.73, 26-40 are 2.21 and 40 and above are

2.31. Therefore, the research witnessed that there is no significant difference. The F-statistic is 1.254, and the p-value is 0.288, indicating no significant difference in responses across age groups.

Women and healthcare services:- The healthcare issues for women is much prevalent factor as compared to men. Government should bring unique policies especially for women and healthcare services in society. The following Table.5 explains about opinion on women and healthcare services with respect to age group of the respondents.

Table.5: Women in India have sufficient access to healthcare services and information compared to men.

Subgroup	N	Mean	SD	F	Sig.
Below - 25	11	3.00	1.095	0.872	0.420
26 - 40	100	2.62	1.117		
40 - above	39	2.49	1.211		
Total	150	2.61	1.140		

The final table assesses perceptions of women's access to healthcare services compared to men. The mean value for below 25 years are 3.00 and the 26-40 years age group are 2.62 and 40- above age group are 2.49. Therefore, the research witnessed that there is no significant difference in the opinion. The F-statistic is 0.872, and the p-value is 0.420, indicating no significant differences across age groups in opinions regarding women's healthcare access.

Women's representation in political decision-making: - The following Table.6 explains about women's representation in political decision-making as the empowerment of women's will be created by representing and actively involving in political aspects. The following Table explains about the opinion of respondents with respect to educational qualification.

Table.6: Women's representation in political decision-making is influential in India.

Subgroup	N	Mean	SD	F-value	Sig.
Illiterate	15	3.40	1.183	0.361	0.836
1 - 5 Standard	47	3.57	1.118		
6 - 12 Standard	65	3.74	1.079		
Graduation	11	3.55	0.820		
Post-Graduation	12	3.58	1.443		

Subgroup	N	Mean	SD	F-value	Sig.
Total	150	3.63	1.109		

The mean scores indicate a moderate belief in the influence of women's representation in political decision-making across all education levels. The mean values are as follows 3.40, 3.57, 3.74, 3.55 and 3.58. The F-value is 0.361, and the significance (Sig.) value is 0.836, suggesting no significant differences in opinions based on education levels.

Need for more awareness and education: - The education is very much essential for every individual. The educational qualifications will create awareness over many aspects to become successful women in society. The following Table.7 explains about the opinion of respondents with respect to educational qualification.

Table.7: There is a need for more awareness and education regarding women's rights and empowerment.

Subgroup	N	Mean	SD	F-value	Sig.
Illiterate	15	3.80	1.146	1.841	0.124
1 - 5 Standard	47	3.55	1.017		
6 - 12 Standard	65	3.75	1.046		
Graduation	11	4.18	0.751		
Post Graduation	12	3.08	1.443		
Total	150	3.67	1.078		

Participants across all education levels generally agree on the need for more awareness and education regarding women's rights and empowerment. The mean values of the opinion for illiterate is 3.80, followed by 3.55, 3.75, 4.18 and 3.08. The F-value is 1.841, and the Sig. value is 0.124, indicating no significant differences in opinions based on education levels.

women face specific challenges: - There are many societal issues where women facing in society which hinders the participation of women in economic activities. The following Table.8 explains about the opinion of respondents with respect to educational qualification on women challenges in society.

Table.8: I believe women face specific challenges that hinder their full participation in economic activities.

Subgroup	N	Mean	SD	F-value	Sig.
Illiterate	15	3.20	1.146	0.684	0.604

Subgroup	N	Mean	SD	F-value	Sig.
1 - 5 Standard	47	3.77	1.146		
6 - 12 Standard	65	3.58	1.236		
Graduation	11	3.55	1.128		
Post Graduation	12	3.50	1.168		
Total	150	3.59	1.182		

Participants across all education levels generally agree that women face specific challenges in economic participation. The mean values of the respondents include 3.20, 3.77, 3.58, 3.55, 3.50 and 3.59. Therefore, there is no significance difference among the respondents. The F-value is 0.684, and the Sig. value is 0.604, indicating no significant differences in opinions based on education levels.

Violence or harassment against women:- In society there is a high degree of violence or harassment against women in society. Need to bring transformational changes in society to curtail violence and harassment over women in society. The following Table.9 explains about Violence or harassment against women with respect to educational qualification.

Table.9: Violence or harassment against women is a prevalent issue in my vicinity.

Subgroup	N	Mean	SD	F-value	Sig.
Illiterate	15	3.93	0.594	0.207	0.934
1 - 5 Standard	47	3.79	0.806		
6 - 12 Standard	65	3.82	0.934		
Graduation	11	3.64	0.809		
Post Graduation	12	3.75	0.965		
Total	150	3.80	0.851		

There is a high agreement across all education levels that violence or harassment against women is prevalent. The F-value is 0.207, and the Sig. value is 0.934, indicating no difference among the opinion of respondents with respect to educational qualification. The mean values are 3.93, 3.79, 3.82, 3.64, 3.75 and 3.80. Therefore, there is no significant difference in the opinion of respondents.

Findings: -

- Across age groups (below 25, 26-40, 40 and above), there is no significant difference in opinions on women's opportunities.
- Mean scores are relatively close, ranging from 3.09 to 3.28, indicating consistent views.
- ANOVA results show a non-significant F-statistic of 0.114 and a p-value of 0.892.
- Participants, divided by age, share consistent views on the effectiveness of government initiatives.
- Mean scores range from 3.27 to 3.73, showing a moderate level of agreement.
- ANOVA results reveal a non-significant F-statistic of 0.858 and a p-value of 0.426.
- While mean scores vary (3.29 to 3.72), the F-statistic (1.714) and p-value (0.184) suggest no significant differences across age groups.
- Participants acknowledge cultural norms but exhibit overall agreement on limitations faced by women.
- Perceptions of gender-based discrimination show no significant differences across age groups.
- Mean scores range from 2.21 to 2.73, with an F-statistic of 1.254 and a non-significant p-value of 0.288.
- Overall, participants share similar views on the prevalence of discrimination.
- No significant differences in opinions across age groups regarding women's healthcare access.
- Mean scores range from 2.49 to 3.00, with an F-statistic of 0.872 and a non-significant p-value of 0.420.
- Consistent perspectives on women's access to healthcare services.
- Mean scores range from 3.40 to 3.58, with an F-value of 0.361 and a non-significant p-value of 0.836.
- Consistent moderate belief in the impact of women in political decisions.
- Consensus on the need for more awareness and education across education levels.
- Mean scores range from 3.08 to 4.18, with an F-value of 1.841 and a non-significant p-value of 0.124.
- Participants generally agree on the importance of education regarding women's rights.
- Agreement across education levels on specific challenges hindering women's economic participation.
- Mean scores range from 3.20 to 3.77, with a non-significant F-value of 0.684 and p-value of 0.604.
- Consistent views on obstacles faced by women in economic activities.
- High agreement across education levels on the prevalence of violence or harassment against women.
- Mean scores range from 3.64 to 3.93, with a non-significant F-value of 0.207 and p-value of 0.934.
- Overall consensus on the pervasive nature of violence against women.

Suggestions:-

- Government should come forward with unique policies and procedures to strengthen the women's empowerment in India.
- The rate of education in urban, semi-urban and rural areas should be improved.
- Need to overcome the cultural disparities in the society to strengthen the women's empowerment.
- Need to overcome the gender-discrimination in society.

Scope for Future Research: -

The research can be further extended by comparing the women's empowerment in various states of the country and a model can be developed with the help of structural equation modelling algorithm. Further, the assessment can be done with respect to women's empowerment in various countries and comparative assessments.

Conclusion:-

To sum up, women's empowerment in India is an essential step toward achieving equality. Even with progress, enduring issues such as restricted educational opportunities and cultural standards require concentrated effort. It is crucial to take a comprehensive strategy that incorporates social support, economic opportunity, and education. India can fully utilize the potential of its women by removing these obstacles, which will promote personal development and advance the country as a whole. Building a future where all women can prosper and pave the way for a more prosperous and inclusive society is a shared responsibility.

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