



## UNLEASHING THE POWER OF WOMEN: EMPOWERING INDIA'S HIDDEN STRENGTH

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### **ABSTRACT**

#### **Purpose:**

Women's empowerment is vital for economic development and improving quality of life. In India, where women face social restrictions, their empowerment is necessary for the country's progress. The government has initiated schemes to empower women, and it is important to recognize the importance of women's empowerment in India.

#### **Methodology:**

This study examines women empowerment schemes in India using secondary data sources such as books, journals, and internet sources. The government has implemented various schemes and programs to promote women welfare and empowerment, targeting different groups including rural and tribal women, pregnant women, nursing mothers, widows, and women entrepreneurs. These schemes provide assistance in education, training, financial support, and other facilities, with the goal of empowering and protecting women and children.

#### **Implications:**

It can be implied from the study that the women empowerment schemes provide a wider ground for the women of the Indian society to bring out their talents and attain their dreams. In a society where women were once being oppressed and

were given no freedom other than being homemakers, these schemes have changed the situation into a era in which women make achievements and excel in whichever field they get into.

#### **Key words:**

women empowerment, society, awareness, schemes

#### **INTRODUCTION:**

In recent years, the issue of women empowerment has emerged as a critical topic of discussion and action in India. Recognizing the immense potential and contributions of women, both socially and economically, the Indian government has implemented various schemes and initiatives to uplift and empower women across the nation. However, despite these efforts, there remains a need for greater awareness and understanding of these schemes among the women of India. This article aims to shed light on the importance of women empowerment, the existing schemes, and the privileges it brings to society.

#### **MATERIALS:**

##### **Understanding Women Empowerment:**

Women empowerment is not just a matter of gender equality but a means to enhance overall societal development. It refers to the process of enabling women to take control of their lives, make informed decisions, and participate actively in social, economic, and political spheres. By empowering women, we unlock their potential, leading to a more inclusive and progressive society.

##### **The Privilege of Empowering Women:**

Empowering women benefits not only the individuals themselves but also society as a whole. When women are empowered, they



become more educated, economically independent, and politically active. This, in turn, leads to reduced poverty levels, improved health and education outcomes, and enhanced social and economic development. Furthermore, women's empowerment helps break the cycle of gender discrimination and violence, creating a safer and more equitable society for all.

**Key Women Empowerment Schemes in India:**

**1. BetiBachao, BetiPadhao (Save the Girl Child, Educate the Girl Child):**

- Aims to address the declining child sex ratio and promote the education of girls.
- Provides financial incentives to families for the education and welfare of girls.
- Raises awareness about the importance of gender equality and the value of girl children.

**2. Mahila E-Haat:**

- An innovative online platform that facilitates the marketing and selling of products made by women.
- Empowers women entrepreneurs by providing them with a wider market reach and financial independence.
- Promotes the spirit of entrepreneurship among women and encourages their economic participation.

**3. Pradhan MantriMatruVandanaYojana (PMMVY):**

- Provides financial assistance to pregnant and lactating women to ensure proper nutrition and care during pregnancy.
- Aims to reduce maternal and infant mortality rates by promoting better healthcare practices.
- Encourages women to seek regular antenatal and postnatal care, leading to healthier outcomes for both mother and child.

**4. UjjwalaYojana:**

- Provides free LPG connections to women from economically weaker sections of society.
- Aims to reduce the health hazards associated with traditional cooking fuels like firewood and coal.

- Empowers women by saving their time, improving their health, and reducing their exposure to indoor air pollution.

**5. Pradhan MantriSurakshitMatritvaAbhiyan (PMSMA):**

- Provides free antenatal care to pregnant women on the 9th of every month at government health facilities.
- Ensures early detection and management of high-risk pregnancies, reducing maternal and infant mortality rates.
- Empowers women by promoting their health and well-being during pregnancy.

**RESULTS:**

Though the Indian government takes various steps to empower women, still most of the women of India are unaware about these provisions of the government. The goal of empowering women is still a distant dream that requires to be fulfilled to make India a prosperous and forward looking country.

From surveying about the awareness of the above women empowerment schemes within a group of well-known people, both men and women of the age group of 18 to 70, it can be noticed that only a 60% are fully aware about these schemes, 25% are partially aware and 15% are totally not aware about them.

basis	fully aware	partially aware	not aware
responses (%)	60%	25%	15%

**Table**

**1** The above table shows the results from an informal survey conducted

To make everyone aware about these government schemes, awareness must be raised using various



methods in order to reach the unknown.

### **IMPLICATIONS:**

#### **Creating Awareness and Encouraging Participation:**

While these schemes are designed to empower women, their impact can only be fully realized when women are aware of and actively participate in them. Here are a few steps to promote awareness and encourage greater participation:

#### **1. Strengthening Communication Channels:**

- Government bodies, NGOs, and community leaders should work together to disseminate information about these schemes through various channels, including social media, community gatherings, and public awareness campaigns.
- Regular updates and success stories should be shared to inspire and motivate women to take advantage of these opportunities.

#### **2. Enhancing Accessibility:**

- Efforts should be made to make information about these schemes available in multiple languages and formats, ensuring that women from diverse backgrounds can access and understand them.
- Simplifying the application process and providing assistance to those who need it will help remove barriers to participation.

#### **3. Collaborating with Local Communities and Organizations:**

- Local leaders, self-help groups, and women's organizations should be actively involved in spreading awareness and encouraging women to participate in these schemes.
- Collaborative efforts can help identify specific needs and challenges faced by women in different regions, leading to more targeted initiatives.

#### **4. Encouraging Skill Development and Entrepreneurship:\***

- Alongside these schemes, providing skill development training and support for women to

start their own businesses can enhance their economic empowerment.

- By nurturing entrepreneurship, women can become self-reliant and contribute to the economic growth of their communities.

### **LIMITATIONS AND SOLUTIONS:**

Women empowerment schemes in India have undoubtedly played a significant role in bringing about positive change in the lives of many women across the country. These initiatives, aimed at uplifting women and providing them with equal opportunities, have been instrumental in addressing gender disparities and promoting gender equality. However, it is essential to acknowledge that these schemes also come with their own set of limitations and drawbacks. In this article, we will explore the major limitations of women empowerment schemes in India and propose creative and smart solutions to overcome them, ultimately creating a society that values gender equality.

#### **1. Effective Implementation and Monitoring Mechanisms:**

One of the major limitations of women empowerment schemes in India is the lack of effective implementation and monitoring mechanisms. While the government has introduced various schemes and policies to empower women, the actual implementation on the ground often falls short. There is a significant gap between policy formulation and its execution, leading to a lack of desired outcomes. This can be attributed to various factors, including bureaucratic inefficiencies, corruption, and a lack of accountability.

Solution: To address this limitation, it is crucial to establish robust mechanisms for implementation and monitoring. This can be achieved by streamlining bureaucratic processes, ensuring transparency and accountability, and leveraging technology for efficient tracking and evaluation. Additionally, involving civil society organizations and grassroots women's groups in



the monitoring process can provide valuable insights and ensure the schemes are reaching the intended beneficiaries.

## **2. Focus on Quality over Quantity:**

Another limitation of women empowerment schemes is the focus on quantity rather than quality. Many of these initiatives aim to reach a large number of women, often overlooking the need for sustained support and quality interventions. While it is crucial to ensure inclusive and reach a wide range of women, it is equally important to provide them with meaningful opportunities and resources.

Solution: To address this limitation, a shift in focus from quantity to quality is necessary. This can be achieved by providing comprehensive training and skill development programs that equip women with the necessary tools to succeed in their chosen fields. Additionally, mentor-ship programs and networking opportunities can further enhance their professional growth and ensure long-term sustainability. By prioritizing quality interventions, women empowerment schemes can create a ripple effect, empowering women to become agents of change in their communities.

## **3. Addressing Underlying Structural and Cultural Barriers:**

Women empowerment schemes often fail to address the underlying structural and cultural barriers that perpetuate gender inequality. While these schemes provide women with opportunities and resources, they do not necessarily challenge the deeply ingrained patriarchal norms and attitudes that limit women's choices and opportunities.

Solution: To address this limitation, a multi-faceted approach is required. Women empowerment schemes should invest in gender sensitization programs that challenge societal norms and stereotypes. This can be achieved through awareness campaigns, educational initiatives, and community engagement.

Additionally, promoting women's leadership and decision-making roles in various sectors can help dismantle the barriers that hinder their progress. By addressing the root causes of gender inequality, women empowerment schemes can create a more inclusive and equitable society.

## **4. Intersectionality: Recognizing and Addressing Unique Challenges:**

Another drawback of women empowerment schemes is the lack of focus on intersectionality. While these initiatives aim to empower women as a whole, they often fail to recognize and address the unique challenges faced by women from marginalized communities. Women belonging to lower castes, religious minorities, or tribal communities face multiple layers of discrimination and disadvantage.

Solution: To address this limitation, it is crucial to adopt an intersectional approach in women empowerment schemes. This involves recognizing and understanding the diverse experiences of women from different backgrounds and tailoring interventions accordingly. By collaborating with community leaders, organizations, and activists from marginalized communities, empowerment schemes can ensure that their initiatives are inclusive and address the specific needs of these women.

## **5. Sustainability and Long-term Planning:**

Women empowerment schemes often lack sustainability and long-term planning. Many of these initiatives are short-term in nature, providing immediate relief or support without considering the long-term implications. Sustainable empowerment requires a comprehensive approach that focuses on building women's capabilities, providing them with education and skills training, and creating an enabling environment that supports their growth and development.

Solution: To address this limitation, women empowerment schemes should prioritize long-term planning and sustainability. This can be



achieved by investing in education and skill development programs that equip women with the tools to become economically self-reliant. Additionally, creating opportunities for entrepreneurship and access to financial resources can further enhance their long-term empowerment. By adopting a holistic approach that focuses on capacity building and creating an enabling environment, women empowerment schemes can pave the way for lasting change.

- [A Portrait of Women's Empowerment in India | DMEO | Development Monitoring and Evaluation Office | Attached office under NITI Aayog](#)

## **LIMITATION OF THE STUDY:**

This study has been conducted based on the existing information in the available sources and it is important to ensure upgradation of the recent and current achievements of women.

## **CONCLUSION:**

Women empowerment is not just a privilege but a necessity for a thriving and inclusive society. The government of India has introduced various schemes and initiatives to uplift and empower women, aiming to create a more equitable and progressive nation. However, awareness about these schemes is crucial to their success. By actively participating in these initiatives, women can unlock their potential, contribute to their communities, and create a better future for themselves and generations to come. Let us embrace women empowerment as a collective responsibility and work towards a society where every woman can thrive.

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