

WOMEN IN RAJASTHAN: CHALLENGES AND ISSUES

Dr. Neha Khatri*

ABSTRACT

Entrepreneurship emerges from an individual's creative spirit into long-term business ownership. Entrepreneurship is a more suitable profession for women than regular employment. As per the NSSO survey reports women workers continues to receive less remuneration than men in both urban and rural areas. Over half of the workforce in India is self employed as per 2014 survey reports. This research paper discuss about the business women in Rajasthan are involved into and what issues women in Rajasthan faces. Primary data has been collected from 250 women entrepreneurs from the main cities of Rajasthan. Women worker are found more in rural Rajasthan than urban Rajasthan. One of the reasons is that many rural women work to earn supplement income and urban women work for self independent and self reliant. Many women are involved into business of boutique and parlor. This paper founds that many women are not educated and start very small business and earn comparatively less income than educated women. From the survey it was clear that most women have started their business from their own money. They have initiated business on small scale with their own money because bank was not ready to grant them loan at initial stage with zero income. Paper also discuss about some suggestions to the problem.

KEYWORDS: *Challenges, Less Income, Bank Loan, Worker Participation Rate.*

Introduction

Entrepreneurship is a more suitable profession for women than regular employment in public and private sectors since they have to fulfill dual role. Doing business means they are their own boss and can handle both personal and profession life accordingly. As per the NSSO survey reports women workers continues to receive less remuneration than men in both urban and rural areas. Over half of the workforce in India is self employed as per 2014 survey reports. Entrepreneurship for women seems to be superior occupation and well supported by government of India. Over, the past decade, India has been near the bottom of the global ranking, as far as female participation in the workforce is concerned. The good news is that analysis from the past two decades shows that this is the beginning to change. Women are now entering into workforce in large numbers. Entrepreneurship emerges from an individual's creative spirit into long-term business ownership, job creation, and economic security. Women have been taking increasing interest in recent years in income generating activities, self employment and entrepreneurship. This is seen in respect of all kinds of women both in urban and rural areas. As technologies are speeding up, women are an emerging economic force. The world's modern democratic economy depends on the participation of both male and female. Historically, there were the days where dominated men fragment was considered as the powerful section who contributed to the nation. But now a day's women are not less considered and no more seems to be as suppressed segment of the society. Women's have proved them to be more commanding than men on various parameters such as hard work, intelligence, systematic, leadership qualities, supervision etc.

* Guest Lecturer, Arch Academy, Malviya Nagar, Jaipur, Rajasthan.