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A STUDY ON CRITICAL SUCCESS FACTORS RESPONSIBLE FOR WOMEN EMPOWERMENT IN INDIA

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Abstract

Women are the great resources for family, society and business. India has rich culture and tradition of worshiping women. They are treated as goddess in ancient scriptures and fought for freedom, led kingdoms too. However, the patriarchal society ill-treated them restricting them in household activities coined with domestic violence and childcare activities. The sustainable development agenda 2030 has focused on women empowerment and gender equality. The research aims to examine key success factors such education, technology use, employment, financial literacy, family support, physical and mental health, and public policies. The structured questionnaire is administered for primary data collection. The sample size is 165 women residing in West Bengal. The survey has been checked to ensure that it is simple to access and that the results are satisfactory. It is revealed that technology, family support and · education play crucial role in women empowerment providing equal opportunity, change in attitude and freedom. Working women, though face challenge of work-life imbalance, earn good social respect and have financial freedom than non-working women.

Keywords: Women empowerment, Employment, Financial literacy, Gender equality, Women in India

1. INTRODUCTION

Women are the great resources for family, society and business. India has rich culture and tradition of worshiping women. They are treated as goddess in ancient scriptures and fought for freedom, led kingdoms too. However, the patriarchal society ill-treated them restricting them in household activities coined with domestic violence and childcare activities. The sustainable development agenda 2030 has focused on women empowerment and gender equality. Women's empowerment typically consists of five elements: First, self-esteem; second, her right to decide her own life, both at home and in the workplace; third, the ability to affect social change for the sake of society and the economy. Economic participation and educational attainment key to empowering women (Santoso, et. al. 2019). Women's economic independence is a cornerstone of healthy economic growth in every country. Empowering women requires improving their economic and social position. Only by enforcing concrete social and economic policies aimed at fostering women's total growth and educating them on their inherent resilience would this be possible. In numerous fields, women have established themselves as equals, and in other cases, they have even shown themselves to be more qualified than males. The scenario for women's shifting roles is quickly becoming better. Women have tremendous status in all sectors and are educated. Sports, media, bureaucracy, and women are now commonplace. Women now have more awareness and perspective because to education (Narayanan, et. al. 2019). The Indian government declared her 2001 at the turn of the millennium the 'Year of Women's Empowerment', focusing on the vision that 'women are equal partners with men." Because certain communities of women are realizing how pervasive their bias is in many facets of private and public life, this trend has been further accelerated. They may also organize on matters that may have an impact on their stance as a whole. If women can make informed judgments and are educated, empowerment will be more relevant. 52

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