

WOMEN EMPOWERMENT THROUGH MICRO-ENTERPRISE ENCOURAGED BY KUDUMBASREE (NEIGHBOURHOOD GROUP'S) IN THRISSUR DISTRICT OF KERALA

ASHWANI ANIL¹, MAHIWAL SINGH SISODIYA² & DR. JAHANARA³

^{1,2}Research Scholar Department of Agricultural Extension and communication, SHUATS, Prayagraj

³Head of the Department, Department of Agriculture Extension and Communication, SHUATS, Prayagraj

ABSTRACT

The research was attempted in MALA Block Panchayat in Thrissur district of Kerala in the year 2021-2022. The sampling method used here is Random Sampling, in which 120 respondents were selected and the data was collected by personal interview method with the help of pre-structured interview schedule and thereafter, appropriate statistical analysis were done to ascertain the relevant results. The design used for the present research is descriptive one based on the survey method. The study attempts to describe and analyse the contribution of micro enterprises promoted by Kudumbashree in women Empowerment in Kerala. The study findings showed that Majority of the respondents reported Kudumbashree micro-enterprise as enhancement of women condition had positive role (78.33%), followed by negative role (21.67%) of Kudumbashree scheme. Meanwhile, none of them reported no role is played by Kudumbashree scheme. Respondents also reported positive role (80.84%) of Kudumbashree micro-enterprise in women empowerment, followed by negative role (13.33%) and no role (5.83%) of Kudumbashree micro-enterprise in women empowerment. It was also seen that gender discrimination in entrepreneurial development was the first and foremost constraint (98.33%), followed by combining family responsibilities and work is my problem (93.33%), lack of access to finance for expansion of business (73.33%), lack of advice and assistance on business issues (55.83%), inability to collect overdue (45%), gaining acceptance in the market and respect to my customers (44.17%), too much of government regulation and levis (39.17%), coping with competition (35%), inconsistency in electricity (31.67%), packing (26.67%), no opportunity for training/ up-grading skill (26.67%) & lack of access to information and technology (24.17%) respectively.

KEY WORDS: Kudumbashree, Micro-enterprise, Women Empowerment, Challenges

Received: Jun 30, 2022; Accepted: Jul 19, 2022; Published: Aug 06, 2022; Paper Id: IJASRDEC20223