



“A STUDY ON TRANSFORMING RURAL WOMEN ON CAREER OPPORTUNITIES IN THE SOCIETY”.

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Abstract

In this fast-moving economy there is always a lack behind various opportunities especially in employment. A strong career opportunity transforms a person's entire life style and behavior but when it comes to WOMEN there is always a big question mark on their career opportunity especially rural women. Generally rural women are facing a lot of issues internal and external such as no proper infrastructure, no electricity, no hospitality, no educational institution and no job opportunities, but tackling all these problems there are women who are developing themselves to jump into career opportunities in the digital world or society there are rural women who still lack behind knowledge of latest technology and hesitate to come forward and approach into the digital world, therefore in this study there will be a deep discussion on the transformation of rural women on career opportunity, up gradation of rural women and how can a rural woman step into the world of career in the society.

Keywords: *Career opportunity, rural women, Opportunity, Digital world, Society, Women, Transformation.*

Introduction

Achieving real transformation regarding the situation of rural women in society has been for a long year, yet there is still major scope for improvement. The present report analyses the situation of women in rural areas that in many fields and for many reasons rural women are less compared to women living in cities and urban areas.

The report asks governments of member to improve data and information on the situation of rural women. Proposals are made to increase rural women's participation in each and every aspect. It also provides a list of measures to increase rural women's participation in the economy, in particular with regard to work, where the report suggests that women's work in raising children and household work are fully recognized. It stresses the importance of education and training as well as the need to give women full access to employment. Finally, the report states the importance of improving a rural woman and of recognizing their role.

Rural women constitute a substantial portion of the global population, contributing significantly to agriculture, domestic work, and family welfare. Yet, they frequently encounter obstacles that restrict their career aspirations, such as limited educational opportunities, lack of access to healthcare, and cultural norms that perpetuate gender disparities. This study aims to shed light on the factors inhibiting their career growth and seeks to identify strategies and interventions that can transform these challenges into opportunities.

By examining successful initiatives and programs that have already made a positive impact, we aim to propose innovative solutions that can break the barriers hindering rural women's career advancement. Moreover, we will assess the wider societal implications of such transformations, emphasizing how empowering rural women can lead to more inclusive and sustainable development.



This study is a call to action, advocating for the transformation of rural women's lives and, by extension, the advancement of societies as a whole. It is our hope that this research will contribute to the creation of policies and practices that empower rural women, ensuring their participation in diverse career opportunities and fostering a more equitable and prosperous society.

Objectives

- To know up to which extent does rural women have career opportunity.
- To Discuss the statement of problems been faced for rural women under work/employment.
- To know various training and development programs conducted by government.
- The rural woman's who have stood out successfully on their career paths.
- To assess current challenges faced by rural women in accessing career opportunities, including barriers related to education, social norms, and economic constraints.
- To identify skill and knowledge gaps that hinders rural women's participation in the workforce and evaluates how addressing these gaps can enhance their employability.
- To explore policy impact of existing government policies, legislation, and initiatives on the career opportunities for rural women, and identify areas for improvement.
- To analyze the availability and quality of education in rural areas, especially for girls, and assess how improving access to education can influence career prospects.
- To evaluate economic opportunities available to rural women, including agriculture, entrepreneurship, and other sectors, and evaluate their potential for income generation.
- To recommend policy interventions aimed at enhancing rural women's access to career opportunities and promoting gender equity in the workforce.
- To promote awareness about the importance of transforming career opportunities for rural women among local communities, policymakers, and stakeholders.

Content of the paper

Rural development has been a part of our life since ancient times. It has been practiced from those days. But they still struggle to come up with credit, medical facilities, and support from family are among the many problem's women face in Rural India. But even this scenario has changed and further improving.

But up to certain extent only the rural women's are entitled to get career opportunity hence there is a huge competition between urban women and also men's this leads to decrease the employment opportunity among rural areas especially for women.

It is not an easy task to get into a job particularly for rural women's hence they have to work more on **improving language, skill sets, technology, qualification** etc. It cannot be easily blamed that rural women have to learn and update their skills but they already lack with basic needs, then it's a big question mark when it comes to employment opportunities.

The **challenges faced by rural women** are **limited Access** to education that is many rural women have restricted access to quality education, which hinders their skill development and career prospects, **Socio-cultural norm** deep-rooted gender norms and stereotypes can limit rural women's career choices and opportunities, **lack of infrastructure** in rural areas often lack the necessary infrastructure for training, healthcare, and transportation, making it difficult for women to pursue careers, **Economic constraints** limited financial resources can prevent rural women from investing in education or



starting businesses, **Unpaid care work** were rural women often bear the burden of unpaid care work, which leaves little time for pursuing careers, **Limited networking** they may have limited access to professional networks and mentors, essential for career growth, **Limited information** which is lack of awareness about career opportunities and resources can hinder rural women's ability to explore various paths.

But, there are several **successful initiatives and best practices** have been implemented to transform the career opportunities of rural women in society. Some of these include:

- **Women's Self-Help Groups (SHGs):** Promoting the formation of SHGs has been effective in rural areas. These groups provide women with a platform for savings, microfinance, and skill development.
- **Vocational Training Programs:** Offering vocational training in sectors such as agriculture, handicrafts, and small-scale industries equips rural women with marketable skills.
- **Mobile Training Units:** Mobile training units that travel to rural areas provide training in various fields, eliminating the need for women to travel long distances.
- **Entrepreneurship Development Programs:** Initiatives that support rural women in starting and running their businesses, including access to credit and mentorship.
- **Awareness Campaigns:** Educational and awareness campaigns focusing on women's rights, gender equality, and career opportunities help challenge traditional norms.
- **Government Policies and Support:** Government initiatives, such as subsidies, reserved quotas, and financial incentives, can encourage women to enter non-traditional careers.
- **Digital Literacy:** Digital literacy programs enable women to access online resources and markets, expanding their career opportunities.
- **Microcredit and Microfinance:** These financial services empower women to invest in income-generating activities and entrepreneurship.
- **Agricultural Interventions:** In rural areas, supporting women in agriculture through training and access to resources can significantly improve their livelihoods.
- **Mentorship Programs:** Pairing rural women with mentors who can guide them in their chosen careers has proven to be effective.

Apart from this, government has also initiated some useful **schemes and programs** for rural women. The schemes are – Bharat Nirman, Pradhan Mantri Gram SadakYojana, SarvaShikshaAbhiyan, Integrated Child Development Services, and more. This program is applicable to 44,000 villages SC/ST population above 50%. It comes under the Ministry of Social Justice and Empowerment. As per statistics, today, around 37 percent of the rural women make purchases on their own, and these numbers are getting up to 40 percent for working rural women.

So, the rural women are always underestimated and cannot come up on their career forever? NO!!! There are women who have shown their capability and proved that even rural women's can be successful.

The story of Navalben Dalsangbhai Chaudhary, a 62-year-old woman from Gujarat recently went viral and proved to be inspiring for many. She made a record by selling milk worth Rs 1.10 crore in 2020, earning a profit of Rs 3.50 lakh per month. In 2019, she sold Rs 87.95 lakh worth of milk.



41-year-old Gunavathy Chandrasekaran, from Tamil Nadu, a resident of Sivakasi, discovered her passion for quilling early in life and worked with enthusiasm towards her goal. She is also part of the Quilling Guild, a UK-based group for quilling experts.

Pabiben runs an enterprise belonging to the Rabari community of Gujarat that empowers women artisans - Pabiben.com. Packs, dhurries, files, quilts, cushion coverings, and more are made by the all-women company.

Also, **Skill Development programs and basic education** was provided and continued to help and overcome the barriers faced by rural women's, some of the programs are:

- **Tailored Training Programs:** Designing skill development programs that are tailored to the needs and interests of rural women, ensuring they acquire relevant skills for their chosen careers.
- **Flexible Learning:** Offering flexible learning options, such as part-time courses or distance education, to accommodate the responsibilities and constraints faced by rural women
- **Digital Literacy:** Promoting digital literacy and access to online courses, this can enhance their skills and provide exposure to a wider range of career opportunities
- **Life Skills Training:** Integrating life skills training, including communication, problem-solving, and financial literacy, to empower rural women in both their personal and professional lives.
- **Mentorship:** Establishing mentorship programs connecting rural women with experienced professionals who can guide and support them in their career journeys.

Economic Opportunities

- **Agricultural Diversification:** Encouraging rural women to diversify their agricultural activities or explore high-value crops and livestock to improve their income.
- **Microenterprise Development:** Providing access to microcredit and training in entrepreneurship to enable women to start and manage their small businesses.
- **Market Access:** Creating pathways for rural women to access markets, including supporting cooperatives and producer groups that can collectively market their products.
- **Financial Inclusion:** Promoting financial inclusion by ensuring that rural women have access to savings accounts, insurance, and other financial services to secure their economic future.
- **Government Schemes:** Facilitating awareness and participation in government schemes and programs designed to uplift the economic status of rural women, such as employment guarantee programs.
- **Value Addition:** Training women in value addition processes like food processing, packaging, and marketing to increase the value of their products.
- **Access to Technology:** Promoting the use of appropriate technology, like efficient farming equipment or digital marketing tools, to enhance productivity and reach.

Conclusion

In conclusion, the study on transforming rural women into career opportunities in society is of paramount importance. Rural women face numerous challenges, including limited access to education, socio-cultural norms, and economic constraints. However, there are successful initiatives and best practices that can be employed to address these challenges and pave the way for transformative change.



Key findings from this study suggest that skill development and education programs, tailored to the needs of rural women, can provide them with the necessary tools to access career opportunities. Flexible learning options, digital literacy, and mentorship programs are integral components of their development.

Moreover, economic opportunities for rural women can be expanded through diversification of agricultural activities, microenterprise development, and improved access to markets and financial services. Government support and value addition in their endeavors can further boost their economic prospects.

By implementing these strategies and best practices, rural women can overcome the obstacles they face and contribute significantly to their communities and society at large.

This study underscores the importance of gender equality and inclusivity in rural areas and serves as a blueprint for fostering the empowerment and economic independence of rural women, ultimately leading to a more equitable and prosperous society.

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