



Short Review Paper

The role of Atmanirbhar Bharat inspiring rural women entrepreneurship

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Abstract

Rural women entrepreneurship has been a domain enchanting academicians and government. Being a significant demographic portion, Rural women entrepreneurship empowerment is important contributor for economic growth. Women constitute about 50% of total population but about only 14% of women entrepreneurs are playing an evidentiary active role to boost economic and social stability. The Indian Government had a remarkable impact on empowering rural women entrepreneurs by ensuring social equality and their ability to live within the framework of Atma Nirbhar Bharat(ANB).

Keywords: Atma Nirbhar Bharat, Rural women entrepreneurship, Rural India and Strategies.

Introduction

Entrepreneurship is one of the most important factors to boost economic and social development. The entrepreneurs are the key persons to promote economic and social growth and change. Entrepreneur is the person impulse something new, organize production, tackle risks and manage economic uncertainty involved running an enterprise¹. Entrepreneurship is only the solution which helps to generate employment within the social system. This is much beneficial for rural women as allows them to improve family income while taking care of their own home and livestock oriented duties and also crews numerous resources to take up enterprises².

Hence she can be efficiently agreed to both the production and process oriented enterprises. Rural women entrepreneurship enriches financial independence and self-esteem of women. Rural women entrepreneurs can be significant changing agents in women empowerment simultaneously building a self-relevant area³.

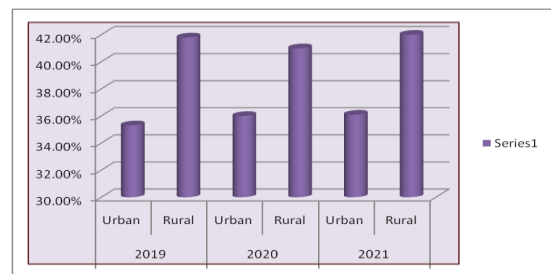


Table-1: Women workforce participation (2019-2021)⁴.

With Table-1 and Figure-1 we can identify that working force of women in rural area is more than the women working force in urban area.

Women entrepreneurship is an important part of human resources and economic development⁵. Rural India is envisioned as a resource in the New India that offers opportunities to accelerate economic growth and achieve Sustainable Development Goals. Recently, there have been programmes aimed at the welfare and emancipation of rural women⁶. Such plans include: Beti Bachao Beti Padhao (BBBP), Deen Dayal Anthyodaya Yojana (DDAY), Ujjwala yojana (UY), PM Employment Generation Programme (PMGUY), National Living Mission of Pradhan Mantri’s Grameena Kaushalya Yojana (PMUKY) and Matru Vabdhana Yojana (PMMVY).

To encourage rural women’s engagement in economic activities and raise the standard of living, several development projects are being implemented throughout the rural eco-system. Thus, empowering rural women is essential to boosting the economy, ensuring food security, reducing

Table-1: Women workforce participation (2019-2021)⁴.

Year	Area	Percentage
2019	Urban	34.31%
	Rural	41.8%
2020	Urban	36%
	Rural	41%
2021	Urban	36.4%
	Rural	42%

poverty, and minimizing the effects of climate change in order to achieve the UN Millennium Goals by 2030⁷.

Review of Literature

Atmanirbhar Bharat: During pandemic it was experienced extensive disruption in socio-economic sphere. Due to the interdependence and complex nature of trade it was felt that various sources of key commodities or strategic components recognized and there must be protocols to stimulate alternative sources in short notice. On 12 May 2020 The Prime Minister Shri Narendra Modi announced an exceptional comprehensive economic package to fight the COVID-19 pandemic and to bounce back of India call as Atmanirbhar Bharat or Self-reliant India Movement. ANB outlined five pillars-Economy, Infrastructure, System, Vibrant demography and Demand⁸.

Concept of Entrepreneurship: An individual who forms an organisation for commercial purpose and who is a capitalist⁹. Entrepreneurship is the founding of a private enterprise¹⁰. An entrepreneur is willing and able to convert a new idea or invention into a successful innovation¹¹. An entrepreneur is the one who always searches for changes, responds to it and exploits it as an opportunity¹². Entrepreneurial behaviour is influenced by individual, situational, psychological, social and experimental factors¹³. Woman entrepreneurship is economic development of any nation has been recognized for its significant contribution¹⁴. The term Women Entrepreneurship refers as act of business ownership and business creation that empower women economically, and socially¹⁵. Development of the society is openly related with the income generation capability and key income generation activity of women population¹⁶.

Objectives: i. To study rural women entrepreneurship concept. ii. To assess the synergy of Atmanirbhar Bharat and Rural Women Entrepreneurship development schemes. iii. To identify Constraints of Rural women Entrepreneurship. iv. To obtain suggestions to develop rural women entrepreneurship.

Rural women entrepreneurs will be crucial in achieving India's ambitious aim of a USD 5 trillion economy by 2024-2025 and the UN Millennium Goals by 2030¹⁷.

Methodology

The current study is based on an abundance of secondary material that was gathered from numerous publications, including books, periodicals, newspapers, and websites that are prominently acknowledged in the bibliography.

Conclusion

Women entrepreneurship has been recognized as one of the important source of socio-economic growth and development.

Rural women entrepreneurship is significant to empower rural women and also improving the overall standard of living. Atmanirbhar Bharat is one of the major programmes to boost economy and as well as make rural women as Atmanirbhar Naris.

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