



# Empowerment of Homemaker's: The Role of Aatmanirbhar Bharat Abhiyan

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## Abstract

*The Atmanirbhar Bharat Abhiyan is India's new vision for self-reliance, which was initiated on 12<sup>th</sup> May 2020 by Hon'ble Prime Minister Shri Narendra Modi. The Ministry of Micro, Small and Medium Enterprises (MSME) plays a vital role for women entrepreneurs. Many homemakers are inspired by these campaigns and become self-reliant. The paper critically analyses the significance of Aatmanirbhar Bharat Abhiyan in empowering homemakers in Belagavi city. The study examines how homemakers utilizing their leisure time help the family's economy. This study finds that more homemakers have become self-reliant by contributing to the family's income by making various homemade products and selling them.*

**Keywords:** Atmanirbhar Bharat (self-reliant), homemakers, empowerment, leisure time.

## Introduction

We must remember that for a society to become Atmanirbhar, it is essential to harness the *Ichha Shakti*, *Gyan Shakti* and *Karma Shakti* of women. The 'Shakti' (power) of women has been hailed from time immemorial, along with a deep-seated prejudice<sup>1</sup>. 'Atma' specifies the "Eternal-self", and 'Nirbhar' implies "Dependence"<sup>2</sup>. So, the Atmanirbhar Bharat Abhiyaan (ABA) or Self-reliant India campaign is the vision of a new India announced by the Hon'ble Prime Minister Shri Narendra Modi on 12<sup>th</sup> May 2020. The five pillars of ABA feature *Economy, Infrastructure, System, Vibrant Demography* and *Demand*. When India speaks of becoming self-reliant, it does not advocate a self-centered system. The aim is to make the country and its citizens independent and self-reliant.

Minimizing the trade deficit, of 68,955.03 crores in June 2021, is necessary to make India self-reliant. The Ministry of Micro, Small and Medium Enterprises (MSME) is the portal that caters needs of around 8 million Indian women who have started or run their businesses through its platform for women as small and medium entrepreneurs that will play a crucial role in it<sup>3</sup>. Atmanirbhar Bharat Abhiyaan has given the importance of MSMEs for the revival of the Indian economy<sup>4</sup>.

Indian women have always played an essential role in shaping society. A woman portrays a proud mother, daughter, working woman, housewife/homemaker, and so on. Although women are considered the backbone of progress, battling to earn a living and provide for their families, women's empowerment is becoming increasingly significant as they are still exploited and subjugated. The resilience, passion and commitment to family, society and country are shown at different periods for different sections, like saving the dignity of women, freedom struggle,

uplifting education, economic empowerment, art, sports, medicine, environment management, leadership, political movement, literature and culture, science and technology, research and development, rural and urban development, the spiritual progression of individual and society, administration and civil services, social media and journalism and fighting against evils in society<sup>5</sup>. Financial literacy, technology awareness, digital literacy and nurturing of an entrepreneurial mindset are key support areas for all categories of women entrepreneurs<sup>6</sup>.

**Conceptual framework: Atmanirbhar Bharat Abhiyaan (ABA):** The Atmanirbhar Bharat Abhiyaan campaign is the vision of the new India. The aim is to make the country and its citizens independent and self-reliant.

**Self-reliant:** Confident in own abilities and able to do things for oneself, not needing help from other people having confidence in and exercising one's powers or judgment. Foreign secretary Shringala said, "The idea behind self-reliance or Atmanirbhar is not to become an isolated country, but on the contrary, it is to ensure that India can emerge as the global nerve centre of the complex modern global supply chains<sup>7</sup>."

**Homemaker:** A homemaker is a married woman who does not have paid job outside the home. She manages a home and family and takes responsibility for household chores without earning money from employment.

**Empowerment:** Empowerment is becoming stronger and more confident, especially in controlling one's life and claiming one's rights. It means encouraging and allowing individuals to take personal responsibility for improving how they do their tasks and contribute to the family. Empowering women can help

society to grow and develop at a faster pace. Today's women are re-designing the world. They have managed multiple responsibilities and challenges seamlessly and worked effectively to keep their homes, families, communities and society well-integrated and well-organized<sup>2</sup>.

**Leisure Time:** Leisure is often defined as a quality of experience or free time. Leisure time is when an individual is not working and can relax and do things he/she enjoys. Leisure as an experience usually emphasizes dimensions of perceived freedom and choice.

**Need of the study:** Many homemakers started producing homemade products to support their families. Women are the backbone of this campaign's success, yet they are oppressed, repressed, suppressed, exploited, and subjugated to varying degrees from era to era; thus, they must be empowered. Women's empowerment entails allowing women to fully realize their identities and powers in all aspects of their lives. The Indian government has made various initiatives to empower women, including several constitutional privileges, state-specific schemes, and nari shakti puruskaras. Hence, the study examines how homemakers utilize their leisure time to help the family's economy.

### Methodology

In the study, researchers collected the data through primary sources by conducting interview schedules and discussions with the homemakers. Secondary data like articles, newspapers, books, research papers etc., have also been considered for the draft. The study area, i.e. Belagavi city (Karnataka State), consists of fifty-eight (58) wards. Researchers have opted for one respondent from each ward with the help of simple random sampling. This research paper is part of the researcher's doctoral theses, 'A Sociological Study of Homemakers'.

### Results and discussion

Every woman has entrepreneurial qualities and values. Women will become stakeholders in decision-making if they are financially independent. From gruha udyog to corporate social responsibilities (CSR), women have proved courageous in delivering performances and can go a long way in empowering them. However, India needs women to be active in the workforce. Women's development is both a social and an economic necessity<sup>8</sup>. To increase women's participation in the Indian economy, it has to increase its gross domestic product (GDP)<sup>9</sup>. The comprehensive road map of Atmanirbhar Bharat has mentioned "women" just five times, the most noteworthy being that "now all the occupations are open for women and now women can work at night shifts with safeguards"<sup>10</sup>.

Out of the total respondents, the majority of 82.75 per cent belonged to the age group of 26-30 years. Besides, 17.24 per cent of the respondents belonged to the age group of 31-35

years. Generally, this age is more productive as women are filled with a lot of energy, vigour, strength and more than that, willfulness to be involved in any activities within the framework of their family in particular and society in general.

The study found that 08.62 per cent of respondents are illiterates, while migrants from rural set up to urban living due to marriage have not been encouraged to go to school. Contrary to this, the majority of 70.68 per cent of respondents are graduates, and 20.68 per cent of women have attained post-graduation.

Currently, many homemakers are making extraordinary strides in startups. With their skills, they are thriving in virtually every business field, and many have gained success. Every homemaker has to do something, not only for money but to make her identity, because when she works, she gains confidence, making homemakers stand for themselves. Similarly, in this study, homemakers (respondents) revealed that after their household chores, they spent their leisure time on home business ideas to support their family financially. The following table-1 exhibits the leisure time activities of the respondents:

**Table-1: Homemakers Leisure Time Activities.**

Items	No. of Respondents	Percentage
Stitching	40	68.96
Stitching class	28	48.27
Taking tuition class	16	27.58
Home cooked tiffin services	13	22.41
Data entry job	12	20.68
Agarbatti making	10	17.24
Roti making	10	17.24
Writing Jobs	10	17.24
Cooking class	09	15.51
Day care services for children	08	13.79
Candle making	07	12.06
Papad making	07	12.06
Preparing pickles	07	12.06
Embroidery work	06	10.34
Parlour work	06	10.34
Preparation of Cake	05	08.62
Biscuit Making	04	06.89
Boutique	04	06.89
Dietician	04	06.89
Handcraft	03	05.17
Yoga Class	03	05.17

The Table-1 provides information about the leisure time activities of homemakers. Out of the 58 respondents, majority of 68.96 per cent are engaged in stitching work, and 48.27 per cent attend stitching classes during their leisure time. 27.58 per cent of them take tuition classes for children of the 1<sup>st</sup> – 10<sup>th</sup> class. 22.41 per cent of the respondents provide home-cooked tiffin service. 20.68 per cent do part-time data entry jobs. 17.24 per cent were preparing roti with the help of automated machines, agarbatti making and writing jobs, respectively. 15.51 per cent took cooking classes. 13.79 per cent provided daycare to the children of working women. 12.06 percent are making papad, preparing pickles and candle making, respectively, during their leisure time. 10.34 per cent were engaged in beauty parlour and embroidery, respectively. 8.62 per cent prepared cake for parties/functions. 6.89 per cent do boutique work, dietician, and prepare biscuits, respectively; lastly, 5.17 per cent of the respondents were engaged in handcrafting and taking yoga classes, respectively.

Thus, such part-time activities are being performed by the homemakers during their leisure time with low investment and help their family financially to some extent.

**Discussion:** It becomes difficult for every homemaker to manage time for their leisure activities. However, there is still a need to bring awareness among them to spend their leisure time connecting with social media on the issues related to women's health and family. Women's main work is rendering domestic service. The social status of women in a given society has changed, but still, homemakers remain the same. Women have made considerable progress in whatever areas of activities they have taken up.

Nevertheless, a large chunk of the women population is still found behind doors. Such women comprise both educated and less educated or no educated ones. The homemakers stay back at home doing many household chores. Their services are not counted for payment as they are economically not contributing to society. They are the "invisible hands" of the domestic and societal economy. They are still in a subordinate position and expected to be submissive, but they are contributors to the success of each family. The concept of 'Vocal for Local' is possible only when women, whose population is almost half the total, are part of the program and participate equally in economic activities<sup>11</sup>.

Homemakers' empowerment is about making them self-dependent in deciding for family irrespective of the fear of the people and the society. Though there are many sayings about homemaker's empowerment, nothing is done, which leads them to become weak. Homemakers' empowerment helps them to come out with flying colours and automatically boost their confidence. Men's financial problems should end as women are the basis of our lives, and it is not easy to imagine success without them. Whether a mother, sister, wife or daughter, every woman contributes to financial problems, so every family

member should respect them. Thus, homemaker empowerment can make much difference in the family and society.

**To sum up:** Women empowerment means increasing women's spiritual, political, social or economic power, and Atmanirbhar Bharat Abhiyan makes individuals economically empowered<sup>12</sup>. However, this visionary abhiyan may fail without considering gender inequalities. Homemakers' financial inclusion is significant for the growth of a family's economy. Various homemakers are doing home business and producing homemade products to earn money and support the family. Homemakers spend this hard-earned money for the betterment of the family, like paying bills, paying children's school fees, buying groceries, etc. Many homemakers are inspired by various campaigns run by the Indian government, and they use their leisure time to earn money. Empowering homemakers can help society to grow at a faster pace.

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