

A Case Study on Implementation and Growth of the Self- Employment among Men and Women in India

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Abstract

The article mentions an aspect of gender equality through offering employment to both men and women. Self-employment is the key to gender equality that helps to improve the financial condition of the nation. In the past, women in India have faced financial issues due to gender discrimination. Along with that, this research study has discussed the implementation and growth of self-employment among men and women in India. In the nation self-employment has helped to increase the financial profit of the organization. Along with that, the Indian government has taken different schemes that help to increase self-employment rate that help to improve social structure in India.

Keywords

National Rural Livelihood Mission (NRLM), Nehru Rozgar Yojana (NRY), Prime Minister Employment Generation Programme (PMEGP), Self-employment, Swarnajayanti Gram Swarozgar Yojana (SGSY).

INTRODUCTION

Self-employability has helped to increase the financial performance of the country. In India, gender discrimination is one of the most significant difficulties that create difficulty for self-employment of women. Along with that, this research study has included implementation and growth of self-employment among men and women in India. This research study has included secondary data analysis to understand the importance of self-employed women.

Research background

In developing countries, such as India, gender equality in financial performance can improve the economic growth of the country. Along with that, India has tried to implement and grow self-employment of women. At the present time, **94%**

of the female workforce has engaged with the informal economy ([13] 2018). Women are wired in the agricultural sector, as domestic labour and construction help to increase the financial growth of the nation.

Rationale

In financial growth, equal participation of men and women has helped to improve the economic growth of the country. In India, **51% of people** are self-employed among men and women. In rural areas, women are self-employed more than men ([10] 2018). In the past, Indian society did not permit the self-employment of women. Along with that, in India, self-employment among men and women has faced huge gaps that affect the economy of the country negatively.

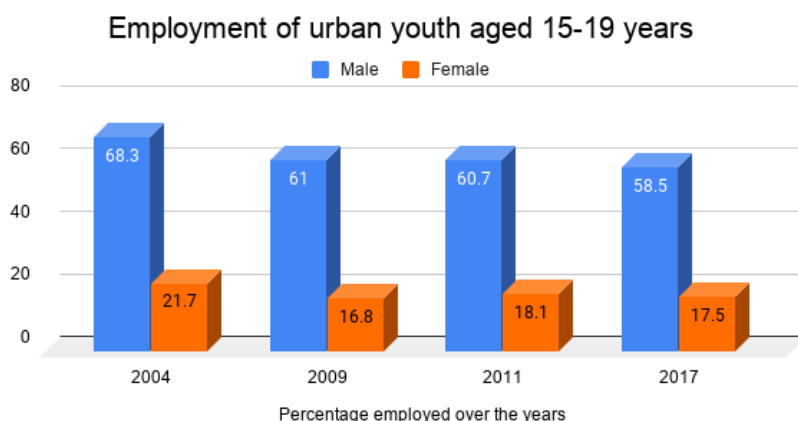


Figure 1: Percentage of men and women employment of urban area in India (Source: [9] 2021)

In the informal industry, men and women participation has helped to enhance the financial profit of the country. The above-mentioned figure has represented that, from 2009 to 2017, the male employment has reduced but women

employment has increased than 2009 ([9] 2021). In 2015, the total male population of India was **64.94 crore** that increased competition in the marketplace. On the other hand, financial disability has decreased men's employment in India. In this

regard, in 2006, the government of India launched *The Mahatma Gandhi National Rural Employment Guarantee Scheme* to improve self-employment among men and women in India. Along with that, the implementation and growth of self-employment have helped to improve the economic growth of the country.

Research objectives

- To discuss the role of self-employment in empowering men and women in India.
- To understand the importance of implementation and growth of self-employment of men and women.
- To analyse the effectiveness of self-employment among men and women in India.

Research questions

- What kind of role does self-employment play in empowering men and women in India?
- How does implementation and growth of self-employment of men and women contribute to financial development?
- Why is self-employment among men and women effective for economic growth in India?

Economic empowerment of men and women in India

In financial growth, gender equality impacts positively to change the economic scenario of the country. In the present time, employment has helped to employ men and women in India. In the words of [11]. (2020), in entrepreneurship and international business performance, the capacity of men and women has contributed to achieving financial benefits. In self-employment, personal skills and capability have helped to grow the business in the marketplace. In this regard, gender equality has improved the economic growth of the nation in the international marketplace. In the present day, it has been estimated that by 2025, gender equality can increase **\$700 billion to the GDP** of the nation ([15] 2018). In India, women empowerment is the path of gender equality that increases poverty and the financial growth of the nation. [12] (2018), argued that, in the past, in India, women did unpaid care work at home that decreased the economic development of the country. Along with that, nowadays, women have engaged with business, entrepreneurship, and farms for self-employment.

Importance of implementation and growth self-employment among men and women in India

Self-employment has increased self-confidence and morality for men and women that help to improve lifestyle. Along with that, in India, women have faced various difficulties in society such as gender discrimination, superstitions, cultural norms, and others. On the other hand, men's self-employment is another most important approach that helps to improve the financial structure of the society and human mentality ([6] 2020). Along with that, implementation and growth of self-employment is the key that helps to improve financial condition. The important roles of

self-employment have provided independence and provide better quality life to the people of the nation. On the other [5]. (2021), argued that self-employment has increased job satisfaction among men and women in India. In the formal industry, people have suffered from huge pressure in the workplace that creates difficulties in human life. Along with that, self-employment has increased job satisfaction for men and women as well. Another most significant role of self-employment is financial responsibility. In the marketplace, self-employment has helped to improve the skills and capability of the people that make them financially responsible for managing the business.

Analysis effectiveness of men and women self-employability in India

In the past, India has faced a low rate of financial growth due to lack of employment. In the words of [12] (2018), the self-employment concept has helped to improve the financial capability and profit of the nation. Along with that, the government of India has launched some policies and schemes such as *National Rural Livelihood Programme, Prime Minister Employment Generation Programme (PMEGP), SampoornaRozgarYojana*, and others to increase the employment of men and women ([4] 2020). According to the employment data, **56% of women** are self-employed compared to **54% of men**. In recent times, gender equality is one of the most effective approaches that help to improve employment in the country. [15] (2018), argued that, in 2021, women will be less employed than men. In 2021, **36% of women** participated in the informal economy, and **64% of men** engaged with the informal economy in India. The self-employment of men and women has helped to improve the financial condition and self-confidence of the country. Along with that, women's employment helped to reduce gender discrimination from society and provide a better lifestyle to the people of India.

METHODOLOGY

In the research study, methodological plays the most significant role to increase the relevance of the study. In the research study, methodological techniques have helped to select appropriate research tools to analyse the study and represent important results. The methodology has helped to select data collection and data analysis techniques based on the research topic. According to the research study "*The Mahatma Gandhi National Rural Employment Guarantee Scheme: A Policy Solution to Rural Poverty in India?*" has analysed government and nongovernment policies of employment of India. Along with that, this research study has selected a primary quantitative data collection method to understand the importance of self-employment of men and women. This research study has selected 219 participants to analyse the importance of self-employment in India ([2] 2021). Moreover, this research article has included an *inductive research approach* to analyse the research study. The inductive research approach has helped to generate

conclusions based on the analysis ([5]. 2021). This research approach helps to explore phenomena and indemnify themes of the research study that understand the actual results of the research study.

DATA ANALYSIS

Thematic analysis

Theme 1: Self-employment of men and women in India

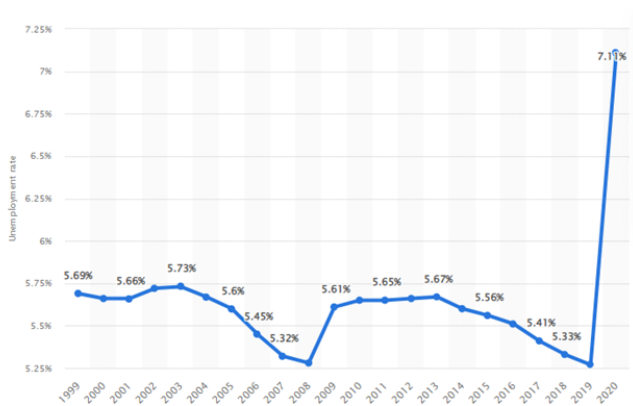


Figure 2: Increase of unemployment rate in 2020
(Source: [16] 2018)

Self-employment is the key to the financial growth of the people. In developing countries such as India, self-employment has improved the financial growth of the nation. In 2020, the total literacy rate of males and females was **84.7%** and **70.3%**, **which** helped to increase self-employment in India ([3] 2020). Moreover, self-employment has helped to improve self-confidence and self-satisfaction. In developing nations, self-employment is the strategy that helps to reduce the unemployment rate of the country. In 2018, the unemployment rate was **7.3%** but that rate will increase in 2021. In 2021 total unemployment rate of India was **7.11%** ([16] 2018) In this regard, self-employment has helped to increase skills and men and women that improve the economic condition of the people ([8] 2020). In this regard, the enlarged self-employment rate of the nation has increased the employment rate of the nation. Along with that, the financial profit of the nation has increased as well.

Theme 2: Encouragement of self-employment among men and women in India

Self-employment has helped to improve the social structure and provided financial assistance that provided an economic advantage to the people. In this regard, the implementation and growth of self-employment have helped to reduce the financial crisis of the people. In the past time, in India women have faced different social issues such as **superstitions, gender discrimination, partiality**, and others for employment ([14]. 2021). In this regard, government, and private sectors both adopted some schemes that help to increase self-employment among men and women. In India, private sectors have taken **private insurance, LIC, and pension** schemes to increase employment.

On the other hand, the government of India has taken some schemes such as **Self-employment program of urban poor, Nehru Rozgar Yojana (NRY), Swarnajayanti Gram Swarozgar Yojana (SGSY), National Rural Livelihood Mission (NRLM)**, and these employment programs has helped to raise employment in the rural area and urban areas as well ([7] 2019). Along with that, in 2020 the prime minister of India has taken **Prime Minister Jan Dhan Yoana (PMJDY)**. This scheme has provided benefits to the self-employed people of **the personal accident with life insurance coverage, zero balance account, overdraft facility**, and others. These government schemes have increased self-employment in India.

Theme 3: Evaluation of self-employment among men and women in India

In India, social discrimination and lack of security have decreased women's self-employment. In this regard, India has established a **social security team for self-employed workers**. The director of this team is **Mirai Chaterjees** and has helped the women to engage with the informal sector such as agriculture, labour, and workers. In society, self-employment is the key that helps to improve women's condition. Along with that, in the present time, **94% of countries' female workforce** engages with the informal sectors that help to improve the financial conduction of the country ([11]. 2020). In India, the largest portion of women has engaged with the agricultural sector.

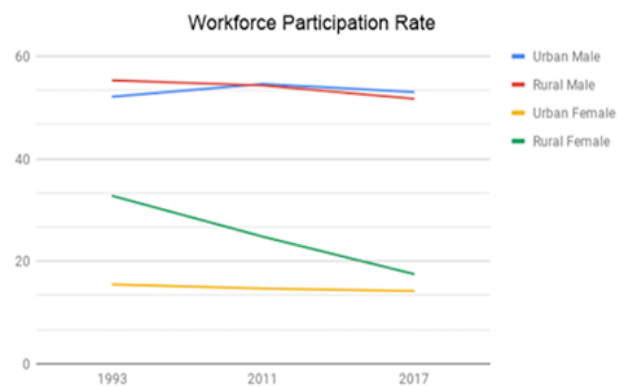


Figure 3: Men and women self-employment in rural and urban areas
(Source: [1] 2020)

In India, the female self-employed population leads the male population. In rural areas and urban areas, the self-employed male population is higher than the female self-employed. From 2017 to 2018, the male self-employment population has increased **53.8% to 57.8%** but the women self-employment population has increased **55.7% to 57.7%** at the same time ([1] 2020). These data indicate that the male self-employment population is higher than women. On the other hand, in urban areas, the male population is **59%** and the female population is **53%** ([1] 2020). That represents fewer women workers in urban areas than male workers.

CONCLUSION

After all these discussions, self-employment is the most effective approach that helps to improve the financial condition of the country. In the past, women in India have faced different issues such as gender discrimination, superstitions that decrease women's self-employment than men. In this regard, the government of India has taken different self-employment schemes that help to increase the self-employment rate among men and women. In these rural areas and urban areas, men's self-employment rate is higher than the women's self-employment rate. In this regard, the implementation and growth of self-employment have helped to improve the financial condition of the nation.

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