EMPOWERMENT OF WOMEN FOR SOCIAL DEVELOPMENT (A CASE STUDY OF SHRI MAHILA GRIHA UDYOG LIJJAT PAPAD, HYDERABAD DISTRICT)

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ABSTRACT

Women the most important and respectable part of the society since ages is economically backward as their efforts are not awarded. But they are changing and becoming demanding. They have started showing interest to be independent. They no longer want to have any support as they are using their skills in financially rewarding activities. They are coming with creative and innovative ideas and starting the small and medium enterprises. They are changing the scenario of the society with hard work and sheer determination. Empowerment of women is a commitment and developing strategies which are sensitive to recognizing women's contribution and their knowledge as the first step. Women require principally social support to fight their sense of inadequacy and fears to enhance their self-respect and dignity. Establishment of Shri Mahila Griha Udyog Lijjat Papad society is one such initiative which aims at women's empowerment which creates and strengthens sisterhood and to promote overall nurturing, caring and gentleness. The objective of this study is focused on contribution of Shri Mahila Griha Udyod Lijjat Papad Society on Women Empowerment. The study had conducted a survey of 60 respondents from Shri Mahila Griha Udyod Lijjat Papad Society in Hyderabad District through structured questionnaire. The study found that it has positively contributed in the psychological, social and economic factors in empowerment of women through Shri Mahila Griha Udyod Lijjat Papad Society. The authors conclude that women empowerment means a lot, but the ultimate goal is materialize only when her complementary role is recognized by the society. Lijjat's contribution is only a step towards empowerment, but more such organizations should come forward.

Keywords: empowerment, women, social and economic factors, motivational factors.

INTRODUCTION:

Women's empowerment is a process in which women gain greater share of control over resources i.e. material, human and intellectual and financial resources. Empowerment of women signifies harnessing women power by utilizing their tremendous potential and encouraging them to work towards attaining a dignified and satisfying way of life through confidence and competence. It is a fact that most of the women are engage in activities which are neither productive nor monetarily rewarding. But this is changing and the development is coming in the form of amending several women specific legislations and implemented a plethora of programs and schemes for women's well-being and economic emancipation. Women found privileges in the constitutions of India, covering fundamental rights, The Directive principles of the State Policy and Fundamental Duties etc virtually assure equal status to women and provide special protection and to eliminate discrimination against women in different spheres of life. Women's are no longer a burden on the society they are becoming independent socially and economically. They are gaining experience, becoming educated and working hard in order to make their own identity. Setting up of Shri Mahila Griha Udyog Lijjat Papad is one such initiative. The society and trust is exemplary and stands unique in providing more and more decent employment with least investment to the downtrodden, illiterate, semi-illiterate and unskilled women who are in sense ignored by the society. These are under privileged and destitute women, instead of becoming burden on the society are earning their own bread and butter and standing on their own feet by rolling papads in their houses at their leisure time.

MILESTONES OF SHRI MAHILA GRIHA UDYOG LIJJAT PAPAD:

Lijjat Papad is an organisation set up in 1959 by a group of women who started a small business for neighborhood selling, by rolling papads with a meager investment of Rupees eighty only, borrowed from others has an annual turnover of around Rs. 650 crore, with Rs. 29 crore in exports (As of 2010). In 1966 it was registered under the Bombay Public Trust Act 1950 and also registered under Societies Registration Act, 1860 and got recognition from Khadi & Village Industries Commission as a village industry. It provides employment to around 48,000 women without discrimination in caste, creed and religion. Lijjat is headquartered in Mumbai and has72 branches and 35 divisions all over India. These women, also called Bens or sisters, had no formal education but felt that they could do something more worthwhile with their free time and pickle - papad making skills. Their commitment and perseverance has helped them to become a large and successful organization today. Lijjat is not only helping its members, primarily uneducated women for contributing to their family income but also empowering them with employable skills. Lijjat's strong value system and quality consciousness has created a sound and sustainable business model for them. It is also noteworthy for its commitment to improving the quality of lives of its members.

A review of government's programmes for women empowerment reveal that little has been done or achieved through these programmes. There have been continued imbalances in the empowerment policy of women with respect to social and economic backwardness. Women constitute 52% of India's population, but still their needs and interest is sidelined. Empowerment of women is meaningless until women herself is aware about it. The most important thing is educating women and literacy is a key for any society to develop. Policies should be framed with respect to empowering women and it should be brought into the mainstream of any planning. Lijjat is one such organization which has defined the mechanism for women's development to bring in individual and collective empowerment through improvement in both 'condition' and 'position' of women. The credit goes to the sanchalika of Hyderabad branch Ms Jaya Prada madam for bringing a change in southern region. Her hard work and dedication towards the novel concepts of social support given to women has made them proud, which in turn enables them to fight their sense of inadequacy in order to enhance their self-respect and dignity. Empowering women means becoming economically independent, controlling resources and reduction of burden of work. A society like Lijjat aims at women's empowerment and to create and strengthen sisterhood and to promote overall nurturing, caring and gentleness. It was because of her sheer determination in Hyderabad more than 350 illiterate or semiliterate women are engaged in the task of self-employment. Mumbai stands first in sales turnover at all India level where as in southern region Hyderabad ranks first.

REVIEW OF LITERATURE:

For collecting the data various references has been taken and few of them are listed below:

Malathi Ramanathan (2004): The author through the article "Women and Empowerment, Shri Mahila Griha Udyog Lijjat Papad", has made an attempt to study the rise and growth of an organization, resulting from a group of women's practical step to get supplementary earning. It is about empowerment at an organized cooperative level. The article concludes that the organization was positive in its approach in promoting

economic empowerment of women and was well recognized. The article has made an attempt to answer the questions like, what are the reasons for success and spread of Lijjat papad as a women oriented organization? and In what way have the women of Lijjat papad contributed to bringing about a constructive change in their own lives and that of the people in and around their orbit of work?

R.B.S. Verma, S. Verma, Nadeem Hasnain (2007):

The authors in the book titled "Towards Empowering Indian Women, Mapping Specifics of Tasks in Crucial Sectors", has highlighted the issues of empowering women which is classifieds into Women, Masculinity and violence: Addressing old and new reforms, Survival, reproduction and protection from lethal threats, Education: Issues in access, choice and substance, Women in traditional Economic activities: Presence, Agency and Control, Space, voice and turbulence in the newer sectors of economy. The above issue concludes to "every action of the state affects women and as long as it affects them adversely, women have to get together collectively and raise their voice to fix the accountability of the state to act in their favour.

Harlod Welsch Earl Young (2009):

The authors have focused on a comparative analysis of male and female entrepreneurship along selected demographic, psychological and behavioral dimensions in the article "Male and Female Entrepreneurial Characteristics and Behaviours: A Profile of Similarities and Differences". The major findings of this study are that no difference exists in personality characteristics between male and female entrepreneurs and it has several important implications such as, female entrepreneurs do not necessarily view themselves as victims of their environment more so than male entrepreneurs.

S. Subramanian (2010):

The author in the article "Empowerment of Women through SHGs in Tirunelveli District, Tamil Nadu- A SWOT Analysis" has identified strengths, weaknesses, opportunities and threats by conducting SWOT analysis of SHGs. Field observation methods were used to identify observable physical data. Moreover, group discussion with women who were involved in activities and group functions were conducted to elicit the information in detail. The study reveals that capacity buildings exercise taken up by the promoting agencies are not adequate to meet the need of SHGs members. They lack proficiency in soft skills, technical skills and managerial skills. The article suggested that the promoting agencies like government and non-government agencies can contribute effectively for the success and sustainability of SHGs.

Paramashivaiah (2010):

The paper is the outcome of a research study and findings on the topic of "A Study of Employee of Empowerment: A sectoral analysis." The perceived level of empowerment in manufacturing and service sector has been analysed. Empowerment is multifaceted and its essence cannot be captured in a single concept. The dimension of empowerment as identified through pilot study consist of; trust, self esteem responsibility, leadership practices and decision making. It is found that the perceived level of empowerment is better projected in the manufacturing sector than that of service sectors. It is high time that public utility providers realize the ultimate beneficiaries of empowerment.

Prof. (Dr) Rahul Goval (2011):

The author through the article "Women Entrepreneur: A Step Forward" has focused on the concept of women entrepreneurs in India, their traits in business, the motivating factor and problems faced by them when they set up and make some suggestions for future prospects for development of women entrepreneurs. Women entrepreneurs represent a group of women who have broken away from the beaten track and are exploring new avenues of economic participation. The study concludes that attitude, support to family, creativity, social status, lack of financial resources, competition are the hurdles in the way of success and the ultimate responsible party for the expansion or contraction of any sector is the government of the country.

Arpita Sharma (2011):

The researcher through the article "Women Empowerment: Milestones and Challenges", has highlighted the challenges faced by women in the path of empowerment and the development policies for women. The study concludes that India is committed to the cause of empowerment of women, but the journey towards the progress is long and arduous. Policies to rise marriage age, enhancement of education and employment opportunities will empower atleast in some respect. The ultimate goal is to cause institutional and individual change that will improve lives of women and girls everywhere.

Lalit Kumar Sharma (2011):

The author through the article "Self Help Group As An Effective Strategy and Feasible Approach to Empower Women in India", has highlighted the benefits of psychological, social and economical factors accrued by women participating in SHGs and to explore the merits of SHGs as strategy and approach to empower women in India. Empowerment is a process of awareness and capacity building leading to greater participation, greater decision making power and control and transformative action. The study concludes that women participation in SHG have created tremendous impact upon the life pattern and style of poor women especially in rural areas and empower them at various level not only as individual but also as member of family, community and society as whole.

Madhulata Anand (2011):

The author through the book "Women Empowerment" describes status and condition of women at the outset and then makes elaborate on legal and social approach to women empowerment, social problems of women, health and nutritional status of women, women labour and family structure, labours-wage policies concerning women, educational human rights of women, educational system and sexuality and ideology of women in the social context.

Dr.K.Someshwer Rao (2011):

The author has highlighted the future challenges to be faced by women and problems of entrepreneurship in the article "Problems of Rural Women Entrepreneurship in India". The study has identified certain problems of rural women in business. The suggestion is that the state and central governments have to initiate special programmes for the development of rural women entrepreneurs in India.

OBJECTIVE OF THE STUDY:

• To study the empowerment of women through Shri Mahila Griha Udyog Lijjat Papad organization. To test the objective of the study the following hypotheses is framed.

HYPOTHESES:

Ho: There is no significant impact on women empowerment through Shri Mahila Griha Udyog Lijjat Papad.

H1: There is a significant impact on women empowerment through Shri Mahila Griha Udyog Lijjat Papad.

METHODOLOGY:

The study consists of both primary and secondary data. The primary data were collected from the member sisters of Shri Mahila Griha Udyog Lijjat Papad of Hyderabad branch.

From this branch around 69 member sisters' responses have been taken for the study. A well structured questionnaire was prepared with the help of guidance and officials of Shri Mahila Griha Udyog Lijjat Papad. Field survey technique was adopted to collect first hand information from women members. Women empowerment is measured on three factors i.e. psychological, social and economical. The primary data for this study was collected from Febraury 2011 to September 2011

The secondary data were collected from Lijjat patrika, leading journals, standard text books and internet sites were also referred to obtain pertinent literature.

For analyzing the data, the following statistical methods were used

- Percentage
- Average
- t-test (dependent variable)

DATA ANALYSIS:

A comprehensive summary of primary data is analysed to study the economic empowerment of women through psychological, social and economical factors. The quantitative analysis is presented below:

TABLE 1: AGE

Age	No of Respondent	%
18-25	13	18.8
25-35	23	33.33
35-45	21	30.43
45 and above	12	17.39
Total	69	100

Source: Primary Data

Age is one of the factor in knowing the importance and value of empowerment level among women which is being classified in table 1. The table indicates 33% and 30% of respondents are in the category of 25 to 45 years; these are the women who have more responsibilities to fulfill as they have family commitments. The young and un-married are 19% and 17% are above 45 years. Most important feature in empowerment is education level of women which makes them confident to face contingencies which is being described in table 2.

TABLE 2: EDUCATIONAL LEVEL

Education	No of Respondent	%
Up to Graduation	1	1.44
Intermediate	3	4.34
SSC	20	28.98
Less than SSC	22	31.88
Not gone to School	23	33.33
Others	0	0
Total	69	100

Source: Primary Data

The above table clearly shows 33% have not gone to school and 31% have taken education up to primary level followed by 29% upto secondary school certificate. They have not reached the position of graduation and post graduation except one who is an accountant which is quiet alarming with respect to the sample size. Education need is to be prioritized as it provides them an opportunity to earn which results in better living conditions, good health and support to their families. The marital status of respondents is classified in table 3 which indicates level of responsibility.

TABLE 3: MARITAL STATUS

Marital Status	No of Respondent	%
Married	55	79.7
Un-Married	6	8.69
Divorcee	0	0
Separated	1	1.44
Widow	7	10.14
Total	69	100

Source: Primary Data

The above table 3 indicates 80% are married and have family commitments and 10% are widows. These women's are working hard and making themselves self—reliance, self-confident and self-dependent. Unmarried are 9% who are working to support their parents, while some have lost their parents and have taken charge of family responsibilities. Separated is 1% in a sample of 69. The institution aimed at promoting self-employment, dignity of labour and earning capacity of women working from home. This has given advantage to women and this is being shown in table 5 in the form of number of years for which they are associated with the organization . This shows how far the organization has contributed towards women empowerment.

TABLE 5: NUMBER OF YEARS IN SERVICE

Years	No of Respondent	%
0-5 yrs	17	24.63
5-10 yrs	16	23.18
10-15 yrs	13	18.84
More than 15 yrs	23	33.33
Total	69	100

Source: Primary Data

As per table 5, 33% have worked with the organization for more than 15 years as collective ownership was the main plank of the institution. One such member sister has worked with organization since its opening of Hyderabad branch and whose age is more than 90 years and is still working. This is one example, but there are many more such cases with organization. The job profile of the women working in organization is classified in table 6.



TABLE 6: JOB PROFILE

Job Profile	No of Respondent	%
Rolling papad	56	81.15
Packaging	11	15.94
Kneeling dough	0	0
Others	2	2.89
All	0	0
Total	69	100

Source: Primary Data

As per above table 81% are engaged in the activity of rolling papad due to flexibility of performing the task at home in their leisure time. The women engage in packaging are one who does not have space at their homes to perform the task of rolling and drying of papads. In other categories, distributor of papad dough and accountant are included. The motivating factor for which they have taken job is classified in table 8.

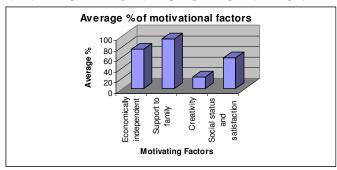
TABLE 8: AVERAGE PERCENTAGE OF MOTIVATIONAL FACTORS

Motivating factors	Average (%)
Economically independent	74.78
Support to family	94.2
Creativity	22.46
Social status and satisfaction	58.26

Source: Primary Data

As per above table average 94% of the sample size has taken employment of rolling papad to support family and 75% to become economically independent. Creativity as motivational factor is given least importance of 22% besides average 58% has opted for social status and satisfaction as motivating factors. Some of the reasons for this type of responses are that maximum numbers of respondents are financially and economically weak and their foremost requirement is to satisfy the basic necessities, next comes social satisfaction and creativity for them. The bars diagram of motivational factors in chart 1 gives a better picture below:

CHART 1: AVERAGE PERCENTAGE OF MOTIVATIONAL FACTORS



Empowerment of women is judged on three factors i.e. psychological, social and economical factor which is being classified in tables 9, 10 and 11.

TABLE 9: AVERAGE CHANGE IN % OF PSYCHOLOGICAL FACTORS IN EMPOWERMENT

Psychological Factors	Average change in %
Security	84.72
Self satisfaction	75.18
Self confidence	70.3
Positive attitude	57.88
Gaining knowledge and new ideas	44.04
Skills improvement	37.27
Self determination	64.52
Ability to face challenges	57.56

Source: Primary Data

Table 9 indicates percentage change in psychological factors after joining the organization. Security, self satisfaction, self confidence are the highest followed by self determination. The main reason is the ideology of lijjat organization of collective ownership. The institution aimed at promoting self employment, earning capacity and consensus of all the member sisters in decision making.

CHART 2: AVERAGE CHANGE IN PSYCHOLOGICAL FACTORS.

The clarity of classification can be seen in chart 2. Lijjat provided for mobility of the labour and avenues for promotion in terms of responsibility and position in the organization. With earning capability women were able to develop positive attitude, new ideas and ability to face challenges. Empowering of women has brought drastic change in social factors which is described in table 10.

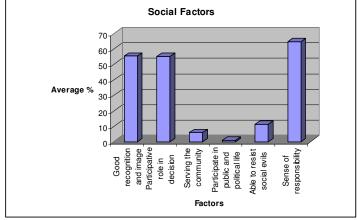
TABLE 10: AVERAGE CHANGE IN % OF SOCIAL FACTORS IN EMPOWERMENT

Social factors	Average change in %
Good recognition and image building	55.26
Participative role in decision making	54.97
Serving the community	5.75
Participate in public and political life	0.79
Able to resist social evils	11.05
Sense of responsibility	64.59

Source: Primary Data

As per above table 64% change is seen in sense of responsibility followed by 55% in good recognition and participative decision making. Other social factors like serving the community, participating in public and political life and resisting the social evils are very low as these women belonged to the disadvantaged section of society so the driving force is satisfying basic needs rather than social factors. Given a chance 5% and 11% are able to serve the community and resist social evils of society. The diagrammatic representation is shown in chart 3.

CHART 3: AVERAGE CHANGE IN SOCIAL FACTORS



The above chart gives clear picture of change in social factors after joining lijjat organization. Sense of responsibility is high when compare with other factors because women are more sensitive and determined in any activity they undertake. Change in economical factors with empowerment is classified in table 11.

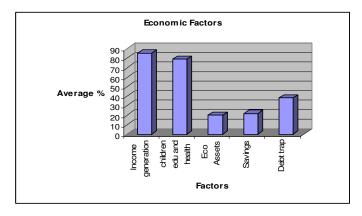
TABLE 11: AVERAGE CHANGE IN % OF ECONOMICAL FACTORS IN EMPOWERMENT

Economical factors	Average change in %
Income generation	85.67
Contribute towards childrens	78.89
education, health and marriage	
Accumulation of economic assets	20.1
Savings	21.95
Liberation from debt trap	38.28

Source: Primary Data

As per table 11 income generation and contribution towards children education, health and marriage is 86% and 79% respectively which is quiet high when compare with other factors. The positive contribution of organization to the empowerment of women has its credentials in form of earning one's bread through daily work and to promote not only their literacy but also the education of their children. 20% and 21% are able to make savings and accumulation of assets after satisfying the basic needs. 38% are also able to liberate themselves from debts. The individual lives of women were transformed by the new work ethics and promoted their self-confidence and taught them self reliance. The clarity of analysis is described in chart 4.

CHART 4: AVERAGE CHANGE IN ECONOMICAL FACTORS



The above chart 4 gives a clear view of economical factors where income generation and children education and health are high as these are of prime concern where as other things comes secondary.

To know the significance of the objective the hypotheses is tested and the results are indicated in table 12.

Ho: There is no significant impact on women empowerment through Shri Mahila Griha Udyog Lijjat Papad.

H1: There is a significant impact on women empowerment through Shri Mahila Griha Udyog Lijjat Papad.

TABLE 12: HYPOTHESIS TESTING

Factors	t-Value	Critical Value	Decision
Psychological	11.06	1.895	Ho is rejected
Social	2.7	2.015	Ho is rejected
Economical	3.496	2.132	Ho is rejected

Source: Primary Data

The above table 12 gives the information of hypothesis testing related to psychological, social and economical factors shows positive impact on women empowerment. In each empowerment factor calculated value of 't' is more than the table value and as such null hypotheses is rejected and it is clear that Shri Mahila Griha Udyog Lijjat Papad has significantly effected women empowerment. Lijjat as an organizational model attempt to make women economically self-reliant and paves the way for their concurrent empowerment in the other facets of their lives. It symbolizes the beginning of a slow, but steady process of women taking an active agency over

their lives and that of the society around them.

FINDINGS:

- 1. The young and un-married women are very less in a sample of 69 which indicate lack of awareness of empowerment in younger generation. Married and widows are more as they have family commitments to be performed.
- 2. Many women are member sisters' with the organization for long period of time as collective ownership and flexibility in the job is the main foundation of the institution.
- 3. Education level is very low and as such it is the most important feather of empowerment hat. An educated woman teach whole of the family and brings a revolutionary change in society.
- 4. More number of women's are engrossed in the activity of rolling papad as this can be performed at home during their leisure time.
- 5. Support to family and economical independence is high as maximum numbers of respondents are financially and economically weak and their requirement is to satisfy basic necessities.
- 6. Change in psychological factors i.e., security, self satisfaction, self confidence are high followed by self determination and the reason for this is the ideology of organization in collective ownership. With earning capability women were able to develop positive attitude, new ideas and ability to face challenges.
- 7. Change is seen in sense of responsibility followed by good recognition and participative decision making. The reason is the confidence build up because of earning capability. Other social factors are very low as these women belonged to the disadvantaged section of society so the driving force is satisfying basic needs.
- 8. Income generation and contribution towards children education, health and marriage are high when compare with other factors. The reason is earning one's bread and butter through positive contribution of organization in empowerment of women. Savings, accumulation of assets and liberation from debts are moderate as individual lives of women were transformed by the new work ethics and promoted their self-confidence and taught them self reliance.

CONCLUSION:

Women's empowerment is not a one time affair but a continuous process. The development of Shri Mahila Griha Udyog Lijjat Papad should be taken in broader framework of women empowerment. The organization is responsible for empowering women by the way of promoting self—reliance, self-confident, self-dependent and educating them to realize their fundamental rights. The impetus may be a particular issue arising out of experience, disadvantage or discrimination, or an aspiration to do something to become self-dependent. Lijjat organization has taken a step in this direction in both condition and position of women. Lijjat has made women financially stable to such an extent that after taking their rightful share for their livelihood, they are contributing generously to societal cause. Lijjat as a 'Trust' is a service organization engage in serving poor and destitute and to empower women for social development. India is committed to the cause of empowerment of women. However, the journey towards progress is long and arduous.

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