

Empowering Rural Women by Developing Micro-enterprise

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Abstract: Rural women's economic empowerment is now seen as a very common sign of progress for a country. The topic of women's economic empowerment is therefore of paramount importance to economists, political theorists, social scientists and policy reformers. Self-help groups (SHGs) have paved the way for rural women to gain economic independence. Micro Entrepreneurship involves the members of Self Help Groups. Through this, rural women are economically independent and provide other people in the nation with employment opportunities. This article basically focuses on empowering rural women through micro-entrepreneurship and the role of micro-entrepreneurship among rural women. Therefore, economic empowerment of rural women has led to the development of the family, community, society, state and nation, and it is very important that we pay close attention to empowering women in rural areas for the real development of our country in all fields.

Keywords: Business, Micro-entrepreneurship, Rural Women, Self-help Groups

1. Introduction

Rural women's empowerment usually refers to the process of improving the quality of life and the economic well-being of women living in rural and sparsely populated areas [1-3]. According to the 2016 Bangladesh census, Bangladesh's population is over 163 million, of which 76% belong to the rural area. Women make up almost 50% of the population, do two-thirds of the jobs and produce 50% of the country's food commodities. They receive a third of their remuneration and own 8% of the country's property or income [4-8]. Women are seen as the society's "better half" and at the same time as men. But unreality, our society is still dominated by men and women are not treated as equal partners in and out of the house's four walls. They are actually treated as poor and reliant on people. As such, women in Bangladesh enjoy an unfavorable social status. In Bangladesh in particular, rural women make up 78.00 per cent of the female population [9-10]. Women bear an abundance of responsibility and perform a wide range of duties in the running of the home, managing the household's tasks such as rearing, eating, planting, housekeeping and the like, even though they are economically and socially invisible. Our laws, development

policies, plans and programs are aimed at advancing women in different spheres within the framework of democratic policy [11-13]. This paper's purpose is to examine the role of women empowerment in rural Bangladesh. It gives legal power or authority to act. If women were empowered, they could participate in the preparation, execution and implementation of rural development schemes [14-18]. Empowerment contributes to growth, which also leads to increased empowerment. The disparity in Bangladesh's theory and practice of women's empowerment policy is its enduring social, economic and social backwardness. The purpose of this paper is to strengthen Rural Women in our nation by increasing their participation in micro-entrepreneurship and refining their capacity for decision-making [19-22]. The consequences of these results are explored and the relevance of this research.

2. Research Methodology

The study uses both qualitative and quantitative methods and various data collection tools. This dissertation is an exploratory analysis based on a survey performed primarily on the basis of secondary data. Academics compose secondary facts in books and articles.

3. Findings and Discussion

3.1. Women and Entrepreneurship in Rural Areas

In Bangladesh, the emergence of rural women's entrepreneurship and their contribution to the national economy is noticeable. The number of female entrepreneurs has increased over time, particularly in the late 20th century. Women entrepreneurs should be commended for their increased use of modern technology, increased investment, finding a niche on the global market, generating extensive jobs for others and setting the pattern for other women entrepreneurs in the organized sector. Although women entrepreneurs have shown their ability, the fact remains that they can do even more than they already are. Therefore it is important to research women entrepreneurs separately for two more reasons. Firstly, in the last decade, women entrepreneurs have been recognized as an important unexploited source of economic growth, creating new jobs for themselves and others and being different. They also provide various solutions to management, company and business issues as well as leveraging entrepreneurship opportunities to society. Second, women entrepreneurs have been largely neglected both in societies as a whole and in the social sciences. Not only do women have lower rates of participation in entrepreneurship than men, but they also usually choose to start and run companies in different industries than men tend to do. Women can thus conduct both manufacturing and processing-oriented enterprises effectively. The growth of entrepreneurship among rural women helps to improve their personal capacity and enhance the status of decision-making in the family and society as a whole.

3.2. Rural Women's Entrepreneurship Creation by Self-help Groups

Women make up half of the human resources that they have been described as main agents of sustainable development. Women's participation and role in the family as well as in economic development and social change is important. Women make up 92 per cent of the country's overall marginal employees. Rural women who work in agriculture make up 80% of all women in regular employment. People and project managers are weak to determine the extent to which they may or may not be motivated. Micro-credit supports small businesses and its main objective is to alleviate poverty through income-generating activities among rural women. They would therefore be able to achieve self-sufficiency. The aim of the Self Help Group is to strengthen women's social and economic development and enhance women's status in households and communities. Micro-entrepreneurship promotes women and reduces gender inequality. The micro-credit scheme of the Self-Help Group lets participants engage in other community development programs. Economic development nowadays is such a strong factor that has changed the entire scenario of the country's social and

cultural environment for women in particular. With the help of Self Help Programs, rural women are involved in small-scale entrepreneurship programs. They were socially motivated and enjoyed a very strong family and community standing. Because the development of society is directly linked to the income-generating capacity of its members with agriculture, as the main income-generating activity can directly affect the income of a large mass of Bangladesh's population. Small-scale entrepreneurship is the only solution to unemployment problems. If they are organized into self-help groups, providing microfinance to the poor is easy, efficient and less costly. All self-help groups support micro-enterprises through involvement in micro-credit. According to Gender Wise Percentage of participation in the rural economy in Bangladesh during the year 2016, 60 percent Rural women are self-employed while the male ratio is only 50 percent, 5 percent Rural women are regularly paid while male candidates are 10 percent and casual labor comprises 35 percent of women and 40 percent of men in Bangladesh's rural economy. This makes it clear to us that rural women's interest in entrepreneurship in Bangladesh is growing. Micro-finance is an initiative to empower rural women and micro-enterprises are an integral part of the expected strategy for sustainable economic development. In reality, the involvement of rural women in agro-based activities is much more than what statistics show, and this is mainly due to the fact that most of the work done by women on the farm and at home is concealed as a routine task.. Energetic women are given more time to engage in self-employment by mechanizing and easy labor availability. There is no scarcity of resources in our country for running rural-based small businesses. Rural women have plenty of resources to take up business. Rural people benefit from the simple availability of raw materials and other services dependent on farm and livestock. Rural women play a vital role in farming and the home system, as they also have incredible skills and indigenous expertise in this area in the physical aspects of cultivation, livestock management, post-harvest and other related activities. The rural women's direct and indirect participation in the above activities not only helped to save their savings, but also led to higher family income. They have always been identified with the aid of Self Help Groups in different individual or group income generation programs. Not only will this generate income for them, but it will also boost the decision-making skills that have culminated in empowerment in all fields.

3.3. The Scale of Growth of Micro-enterprises

The size of micro-enterprises depends on the number of factors relating to land holdings, subsidiary occupations, agro-climate conditions, political and socio-personal characteristics and rural women's family members. It also varies from location to location. In general, the creation of micro-enterprises is divided into three major heads such as, Agriculture and associated farming practices, such as organic vegetables, food grains, seasonal fruits, bulbs, oil seeds and

seed production, as well as mushroom and beekeeping. Certain areas may include fruit and vegetable dehydration, bottling or canning of pickles, chutneys, jams, squashes, milk products and other ready-to-eat or semi-prepared items. Livestock management practices such as dairy farming, poultry farming, domestic animal feeding and the manufacture of dung cake using animal waste can be an important area where women can use both their technical skills and raw materials from farming and livestock to earn substantial income and small-scale agro-processing units. Household based operations, like knitting, stitching, weaving, embroidery, bakery flour milling, petty shops, food preparation and preservation etc.

3.4. The Role of Micro-enterprise in Rural Areas

Empowering women in rural areas in particular is a major challenge, and micro-enterprises in rural areas will help meet all these challenges. The aim of micro-entrepreneurship is not only to increase national productivity, create jobs, but also to help develop economic independence, personal and social capacity among rural women like-Economic prosperity, raises living standards, self-confidence, increased social interaction, involvement in political activities, increased participation in various meetings and seminars, increased awareness, improved leadership qualities, Improves family and community decision-making ability, experience in women and community-related issues, engagement in seminars and conferences. Finally, we can say with confidence that rural women's economic empowerment by micro-entrepreneurship has contributed to empowering women in so many issues. These include socio-economic opportunities, property rights, political participation and representation, social equality, personal rights, market development, family development, community development, social development, state development and, last but not least, national development..

4. Conclusion

Without the participation of all its qualified citizens, no economy can sustain itself. The government has developed a number of programs to empower rural women in different ways. Enabling women to participate in economic development is not only a daunting and challenging task, but it also paves the way for sustainable development in the future. Women's entrepreneurship concerns both the status of women in society and the role of entrepreneurship in the same society. Since women entrepreneurs face several challenges directly on the market to conquer their product in order to allow them access to the same opportunities as men. Women can face obstacles in other developing countries when it comes to owning property and entering into contracts. Increased female participation in micro-enterprises and labor is a prerequisite for improving the position of women in self-employed women in society. Rural women's entry will be encouraged and motivated,

particularly in micro-enterprises. Rural women will marvel at their efficient and competent participation in business activities. Networks of women entrepreneurs are a major source of knowledge about women's entrepreneurship and are increasingly recognized as a valuable tool for their development and promotion. This network helps to offer lectures, printed materials that convey technical knowledge of production, manufacturing, procurement, management and marketing among other rural women. Micro-entrepreneurs also inspire other rural women to engage with the right assistance in the same activities and improve their capacities, in addition to increasing family income and national productivity. Micro-enterprise is an important tool for social and economic development and is only the perfect solution for increasing employment among rural young people. It really helps to create jobs for a number of people within their own social system and is the best tool for rural women as it enables them to raise their family income while caring for their own home and domestic animals. Unless they are made powerful, alert and aware of their equal status in society, particularly in rural areas, empowerment would have no sense. Policies should be set up to bring them into society's mainstream. Especially in rural areas, educating women is important. The need for the time is to improve the literacy of women as education holds the key to women in rural Bangladesh's development.

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