



The constraints in empowerment of rural women

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ABSTRACT

The constraints have been classified as personal, social and economic. Insufficiency of loans and too little income derived from income generating activities were reported as major economic constraints by 60.06 per cent and 65.60 per cent respondents, respectively. Only 1.48 per cent and 1.11 per cent respondents felt that they were not a constraints. Personal and economic constraints seem to affect empowerment considerably when compared to social constraints. Of the personal constraints, lack of education and lack of training seemed to be the major constraints to empowerment as reported by 94.10 per cent and 88.80 per cent respondents, respectively.

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INTRODUCTION

In developing countries like India more than 90 per cent of women work in the informal sector and also in rural areas. These women are engaged in economic activities such as hand crafts and sewing weaving baskets, shop, bee keeping, etc., Those are women who need and deserve poverty alleviation programming more than any other. It will expose these women to telecommunication services media and could cost services that will create markets for their products to services. The change will be to reach these women to provide them with ICT tools that they feel can make difference in their income generation potential (Seetaram, 1992).

Women have to play an important role in the aforesaid activities. Communication is her life line. Communication is all pervasive and a compulsive urge of human beings. Man is a communication animal because he alone has the power to express in words. The word *communis* in Latin means common. Therefore, communication means a common ground of understanding. It is a process of exchange of facts, ideas, and opinions and as a means that individuals or organizations share meaning and understanding with one another. Communication is an exciting and truly challenging field of human interaction. Fast

changes in the society demand that people be proficient in all segments of communication as communication helps one to grow, to learn to be aware of oneself and to adjust to the environment. Information technology together with communication technologies has brought about unprecedented changes in the way people communicate conduct business, pleasure and social interaction. The evolution of new forms of technologies and imaginative forms of applications of the new and older technologies make the lives of the people better and more comfortable in several ways. With the emergence of IT on the national agenda and the announcement of ICT policies by the central government, various state governments have recognized the "Convergence of core technologies and E-Governance" as the tool for good governance, sustainable development, globalization of economy and social empowerment.

The SHG are the effective tools of women empowerment :

The empowering women has become the key elements in the development of any economy. The role of micro-credit is to improve the socio-economic developing of women and improve the status of women in households and

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