

# INTERNATIONAL JOURNAL OF CULTURAL STUDIES AND SOCIAL SCIENCES

(UGC CARE approved Multi-disciplinary Peer-Reviewed Journal)

**Vol. - XX, Issue-1, No.19, January-June: 2024**

ISSN : 2347-4777

Eds.

Amitava Roy,

Ronan Paterson,

Bryan Reynolds,

Subir Dhar,

Papia Mitra



AVANTGARDE PRESS

TAGORE-GANDHI INSTITUTE / SHAKESPEARE SOCIETY AVANTGARDE PRESS

## UGC APPROVED JOURNAL 2017

Serial No. 49228

### UGC Journal Details

Name of the Journal	International Journal of Cultural Studies and Social Sciences
ISSN Number	23474777
Source	UNV
Subject	Cultural Studies, English Literature
Publisher	AVANTGARDE PRESS
Country of Publication	India
Broad Subject Category	Arts & Humanities; Multidisciplinary

### UGC-CARE LIST SINCE 2019

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage year	Details
1	Acta Fytotechnica et Zootechnica	Slovak University of Agriculture in Nitra	1335-258X	1336-9245	from June - 2019 to July- 2020	Indexed in Scopus
2	Acta Graphica	Faculty of Graphic Arts, University of Zagreb	0353-4707	1848-3828	from June - 2019 to October - 2020	Discontinued from Oct. 2020

### UGC-CARE LIST SINCE 2022

165	International Journal of Cultural Studies and Social Sciences	Avantgarde Press, Tagore-Gandhi Institute/Shakespeare Society	2347-4777	NA	from January - 2020 to Present	<a href="#">View</a>
-----	---	---	-----------	----	--------------------------------	----------------------

430	Theatre International	Avantgarde Press, Tagore-Gandhi Institute/Shakespeare Society	2278 - 2036	NA	from January - 2020 to Present	<a href="#">View</a>
-----	-----------------------	---	-------------	----	--------------------------------	----------------------

## Index

S.No.	Title of the Article	Page No.
1	THE DEPICTION OF LOVE FOR NATURE IN THE WORKS OF RUSKIN BOND	1
2	APPLYING THE NEP 2020: CHALLENGES IN INDIA	5
3	AN ANALYTICAL STUDY OF E-BUSINESS STRATEGY AND INDIAN MARKET SPECIAL REFERENCE TO NANDED CITY IN MAHARASHTRA STATE	9
4	CULTIVATING CALM: A COMPREHENSIVE STUDY OF STRESS MANAGEMENT STRATEGIES AMONG WOMEN EMPLOYEES IN AMRAVATI'S PRIVATE SECTOR INDUSTRY	17
5	EXPLORING VARIATION IN NURSES EARNINGS IN KERALA: LOCALITY AND EDUCATIONAL QUALIFICATION ANALYSIS	22
6	AN OVERVIEW OF BANKING INNOVATIONS IN INDIA	30
7	A STUDY CHALLENGES AND OPPORTUNITIES OF AGRICULTURAL TOURISM SPECIAL REFERENCE OF SHIRUR TALUKA IN PUNE DISTRICT	36
8	TRANSFORMING JUSTICE: A COMPREHENSIVE LOOK AT PRISON REFORM IN KARNATAKA, WITH CENTRAL PRISON FOCUS	40
9	ACCOUNTABILITY AND CONTROL IN INDIAN ADMINISTRATION	42
10	UNLOCKING ECONOMIC INSIGHTS: ANALYSING THE IMPACT OF MICROFINANCE INITIATIVES ON SMALL BUSINESS GROWTH IN URBAN ENVIRONMENT	47
11	THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY (CSR) IN TOWARDS SOCIETY	52
12	THE THEME OF EMERGENCE OF RACIAL CONSCIOUSNESS IN ALICE WALKER'S MERIDIAN	56
13	ARTIFICIAL INTELLIGENCE USE IN COMMERCE AND INDUSTRY	59
14	IMPACT OF STRESS MANAGEMENT PRACTICES ON THE PERFORMANCE OF WOMEN EMPLOYEES IN PRIVATE SECTOR - A CRITICAL REVIEW OF LITERATURE	65
15	RECENT TRENDS IN HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT	70
16	IFRS IMPLEMENTATION IN INDIA	75
17	ETHICAL CONDUCT AND CSR	82
18	ARTIFICIAL INTELLIGENCE USE IN COMMERCE AND INDUSTRY	88
19	FUTURE OF E-COMMERCE IN INDIA- CHALLENGES AND OPPORTUNITIES	93

20	BRIDGING THE DIGITAL DIVIDE: UNDERSTANDING CONSUMER AWARENESS TOWARDS CYBER SECURITY IN RURAL AND URBAN COMMUNITIES	96
21	A STUDY OF THE CHALLENGES AND OPPORTUNITIES IN ESTABLISHING AND MAINTAINING PRISON LIBRARIES	101
22	THE IMPACT OF SOCIALISM ON EDUCATION POLICY: A COMPREHENSIVE ANALYSIS	107
23	'THE ECONOMICS OF YOGA' ASSESSING THE BUSINESS DYNAMICS OF YOGA VENTURES	109
24	TODAY'S TREAD SPORTS, EXERCISES, HEALTH, YOGA, COMPETITION IN INDUSTRY	114
25	NOVELTY AND METAMORPHOSIS IN MARATHI AND INDIAN ENGLISH POETRY	117
26	LONG TERM ECONOMIC CHALLENGES ARISING DUE TO COVID-19: A ROADMAP OF STRATEGIES TO OVER COME THE PANDEMIC	120
27	EXPLORING THE SOCIO-ECONOMIC CHALLENGES FACED BY WOMEN WORKERS IN PAITHANI WEAVING INDUSTRY OF MAHARASHTRA	123
28	THE ROLE OF ARTIFICIAL INTELLIGENCE IN REVOLUTIONIZING AGRICULTURE	127
29	IMPACT OF SOCIAL MEDIA ON TODAY'S YOUTH	133
30	ANALYSIS OF FACTORS AFFECTING TO THE INVESTMENT IN SHARE MARKET IN INDIA (SPECIAL REFERENCE TO THE NANDED DISTRICT IN MAHARASHTRA)	138
31	TAXPAYERS PERCEPTION TOWARDS INCOME TAX COMPLIANCE UNDER PRESUMPTIVE INCOME SCHEME OF INCOME TAX ACT, 1961	143
32	FINANCIAL STARTUPS & MAKE IN INDIA	149
33	WOMEN EMPOWERMENT IN INDIA: ISSUES AND CHALLENGES	154
34	STUDY OF ARTIFICIAL INTELLIGENCE IN BUSINESS DECISION MAKING	158
35	EXPLORING THE FRONTIER: UNVEILING NOVEL TRENDS IN E-COMMERCE FOR FUTURE GROWTH AND INNOVATION	163
36	REDUCING STRESS THROUGH PHYSICAL EDUCATION PROGRAMS	174
37	ASSESSING THE ROLE OF COMMERCE CURRICULUM IN FOSTERING ENTREPRENEURIAL SKILLS AMONG STUDENTS IN AMRAVATI DISTRICT	178
38	EMPLOYABILITY OF WOMEN THROUGH EDUCATION AND EMPOWERMENT IN AMRAVATI DISTRICT	186

*International Journal of Cultural Studies and Social Sciences*  
**EMPLOYABILITY OF WOMEN THROUGH EDUCATION AND EMPOWERMENT IN  
AMRAVATI DISTRICT**

**Dr.M.R.Yeotkar** Department of Zoology Smt.Radhabai Sarada Arts ,Commerce & Science  
.College.AnjangaonSurji Dist-Amravati. 444906 (M.S.),India yeotkarmamta@gmail.com  
**Janhavi Patel**, Msc Statistics (Research Student) AnjangaonSurji Dist-Amaravati -Maharashtra  
EMAIL: janhavipatel9296@gmail.com

**Abstract**

Women hold a unique position in every society. Though there is fair involvement of women in society, some pedantic minds still consider women as home makers and born-to-cook beings. Women, both married and unmarried, today are independent and earn for their survival. The world is brisk, enthusiastically progressing and taking up the women partake in uplifting the society and economy of the world. Self-Help Group is a phenomenon where women incline to be self-governing in all aspects which helps women in self-employment, decision, rights, thought, etc. The practical goal is to improve life style of women in the society and to change the view of society towards the women. And the main objective is to test overall employment of women, to find out roll of SHG in women employment, to explore the connection between the education and employment. For conducting research, data is collected from Amaravati district women to enhance their productivity in their employability. The awareness of government schemes is important for women in the society. Our nation is in the hand of the youth and out of it 50% are women, their encourage is more important.

**Key words-** Women, education and employment, women in the society, chi-squared test, empowerment

**1. INTRODUCTION:**

Since last few decades globalization has significantly improved the lives of women worldwide, particularly who are the lives of those women in the developing world. The current wave is to helping the women to involve in all domains of life i.e., socio-political, economic, recreational and cultural. However, women remain deprived in many spheres of life, including access to education, getting employment opportunities, health care facilities and even their basic human rights. although the low status, deprivation harassment and exploitation of women have been practiced throughout history, such treatment has become more observed and widespread.

**Employment through education:** Education has a qualifying function and status distributive function for economy and society and is among various factors. The education is important in identification of job requirements, occupational dynamics, work tasks, planning gaps, etc. Education is the gift to human kind making them socially and mentally aware about their surroundings, moral values, rights and responsibilities. It is vital tool or means to empower humankind of societies. Over the years, economics have realized the worth of educating a woman of the country. So, efforts are being made to give the females an equal opportunity, to be educated. as stated by the then first lady of America Michelle Obama." When girls are educated, their countries become stronger and more prosperous." Similar efforts are being done in India at both state and central level.

**Employment through empowerment:** Women represent half the world population and gender inequality exists in every nation. Women have been given the opportunities as that of men, where entire societies are destined to perform based on their potentials. Important need is that of change of social attitude towards women. When women move forward the family moves, the village moves and the nation moves. This value systems leads to development of good family, good society and good nation. If women gain economic strength, they can gain visibility and voice at home, office and community which has impact on social status by increasing their literacy. Ensure provision of training, employment and income generation activities with both forward backward linkage. Empowerment gives the strength to fight with the problems facing at work place.

**Self-Help Group:** Women empowerment is a phenomenon where women incline to be self-governing

in all aspects from mind, thought, rights, decision, etc. by leaving all social and family limitations. This phenomenon is noticed among the women in the remote areas of all over India with the entry of Self-Help Groups (SHGs) which originated in 1975 in Bangladesh. Later during 1986 - 87, SHGs evolved in India. The introduction of SHGs in India is the great sensational gift for the women to augment their skills and to portray all their potentials and proficiencies at the right place with optimum utilization with a yield of constructive output to individuals themselves as well as to the society, in turn, state and nation certainly. Self Help Groups refers to "Self-governed, peer controlled, informal group of people with same socio-economic background and having a desire to collective perform common purposes". It is also a holistic programme of micro enterprises (AIMS International Journal of Management 12(3) covering all aspects of self-employment, organization of the rural poor into Self Help Groups and their capacity building, planning of activity clusters, infrastructure, credit and marketing. Self-Help Groups in India are viewed optimistically as it is believed that their penetration at the grass root level is an effective way to combat the problem of poverty which has assumed a horrifying shape over the years since independence. It must be kept in mind that the process is bound to be slow but effective. SHGs have already traversed quarter century of unabated journey towards empowering the rural poor, in general and rural women, in particular. Further, the researchers have emphasized that SHGs are playing the role of sincere contributors to the society working for eradication of poverty, societal transformation and woman empowerment, particularly the poor and rural females.

2. OBJECTIVES:

- To explore the connection between the education and employment.
- To identify social activity of women.
- To test the increase in the development of women in work place.
- To develop find out the relationship between earnings and their working hours.
- To test the overall education level of women.
- To find out roll of 'self-help group'(SHG) in women employment.
- To test overall employment of women.
- To find out roll of business women

REVIEW AND LITERATURE:

- 1) Jummani, Usha (1991), It is conducted a study to analyze the status of self-employed women in rural areas. Economic activities through which the income of women will be increased have to be identified with almost care.
- 2) Karlekar, Malavika (2004), "A role on the empowerment of women." This paper proposes to trace a history of empowerment and its implication for Indian Women. This article shows this instrument foe empowerment have to contend will entrenched prejudices and patriarchal modes of oppression. Women will garner confidence and men will learn to accept the power is not a male prerogative.
- 3) Bhadauria, Mridula (2005), "Access of women to higher Education." The need of rethinking about higher education of women. The present rate of women access to higher education is 38.84% which does not ensure the quality higher education. Access of women to technical disciplines – engineering, medicine, veterinary, science and law should be increased through these subjects in the colleges of smaller cities and town without compromising in quality.
- 4) Pafili Efrosini, Mylonaki John (2011), "Occupation structure and career choice vs Education Development and Training level; A presentation of theoretical approaches of women." The employment of women in society and all the time in the focal point of social structure. But range of choice of profession by women is limited because of the prevailing social attributes and employment related problems,
- 5) Chowdhury, Sarahal Salma, Chowdhury, Sifal Aditya (2011), "Microfinance and Women Empowerment: A Panel Data Analysis using Evidence from Rural Bangladesh." Microfinance has long been associated with generating empowerment of women. Over 90% of their clients Bangladesh

are women. The rising demand for credit may seem to indicate the popularity of the program.

6) Madanant Naik and Anthony Rodrigues (2017), In their study economic empowerment index and social empowerment index of SHGs women were calculated. The economic empowerment index is the rating score of economic parameters measured in terms of household assets, household income, household expenditure, household savings, loan and housing type of the SHG members. The social parameters are the self confidence in facing financial crisis, meeting official people, enhancement of communication skills, business skills, financial skills and social awareness and recognition about the issues like violence, drugs, alcoholism and government schemes and access to medical facilities, hygienic sanitation facilities and drinking water supply.

### 3. DATA COLLECTION:

Knowledge is power, information is knowledge, and data is information in digitized form. Hence, data is power. But before you can leverage that data into a successful strategy for your organization or business, you need to gather it. That's your first step. Our society is highly dependent on data, which underscores the importance of collecting it. For collecting data, I am using primary data collection method. As the name implies, this is original, first-hand data collected by the data researchers. This process is the initial information gathering step, performed before anyone carries out any further or related research. The data collection was done with the help of distribution of questionnaires. Some responses were filled by the researcher in the presence of respondents with the help of google form, and the remaining were filled by the women herself. I share this link to them through the social media. Questionnaires are a simple, straightforward data collection method. Respondents get a series of questions, either open or close-ended, related to the matter at hand. Sample has been collected from both rural and urban areas of Amaravati district. For collecting the samples, the household survey were conducted to interview the women after the informed consent with standardized structured questionnaire. Amaravati was considered as an area of study, out of these 300 respondents were selected in the research study. They are randomly picked respondents from the district.

Software used:

- > R software                      > MS Excel                      > Python                      > Microsoft Power Bi

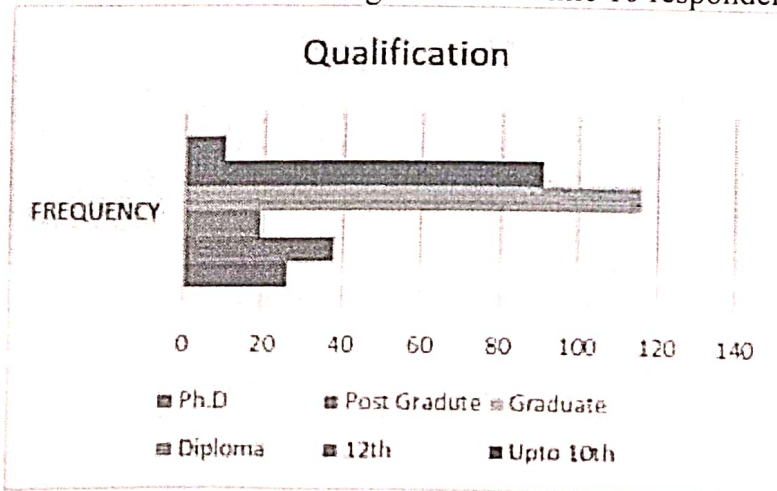
Statistical tools used:

- > Chi-square test                      > Likert plot                      > Cross tabulation                      > Data visualization
- > Venn diagram

### 4. DATA VISULIZATION:

a) Qualification of respondents:

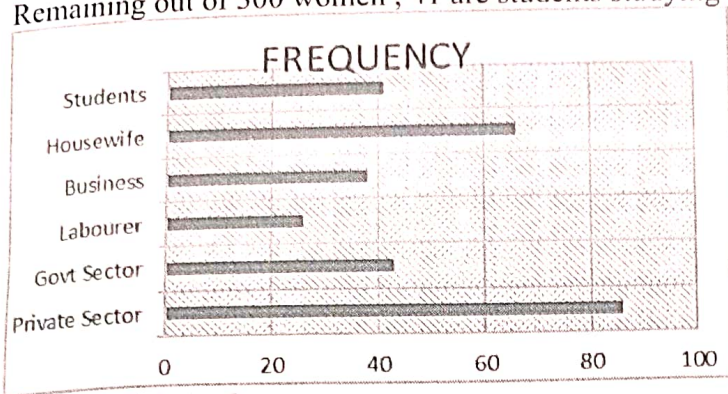
Observation: From the above data, total respondents are 300 women out of 26 are up to 10th and 38 are 12th women completed their high school. Then 19 has completed their Diploma, 116 are Graduated and 91 are Post graduated. While 10 respondents are Ph.D. scholars.



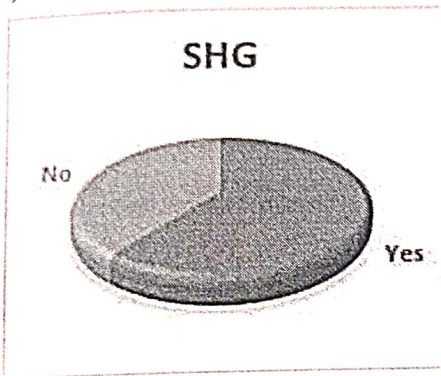
b) Occupation:

Interpretation: Women are everywhere, they are not less any field. From above data, women are

working in every field. 86 are in private sector while 43 are government servants. 38 women are doing business and 66 women are housewife too. In labourer sector 26 women are working. Remaining out of 300 women, 41 are students studying for their great future.

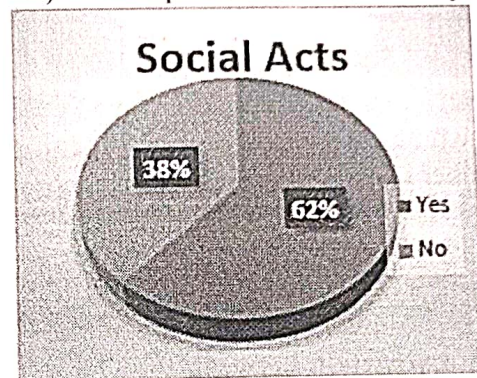


c) Self-help Group:



Observation: 61% of respondents are participating in SHG, while 39% won't in SHG

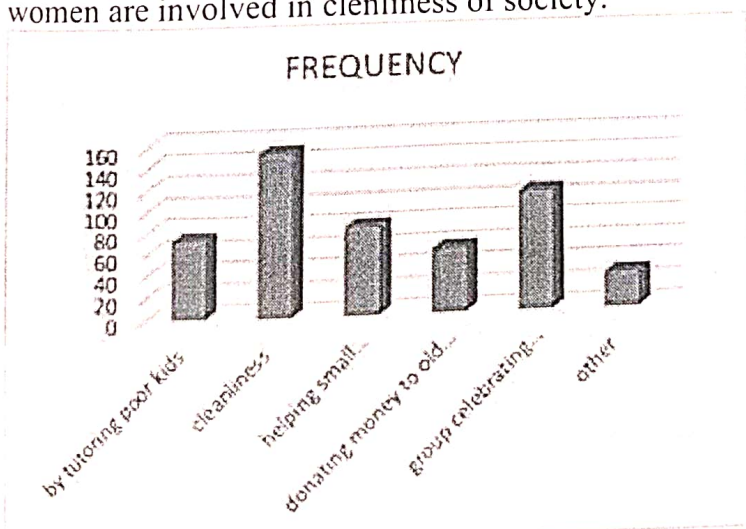
d) Participation in social activity:



Interpretation: Contrary to the saying that women are only involved in housekeeping, 62% of participate women respondent are found to be involved in social activities.

e) Help in social development:

Observation: Most of the women have interest in cleanliness for social development. 152 of women have focus on cleanliness to help in social development. Then 109 women are celebrating group festival. 73 of women developing by tutoring poor kids and 59 are donating money to old house. 82 are helping small household business while 32 women have other ways for developing society. Interpretation: Cleanliness is ingrened in the beloved of women. Since in sample collected also 50% women are involved in clenliness of society.

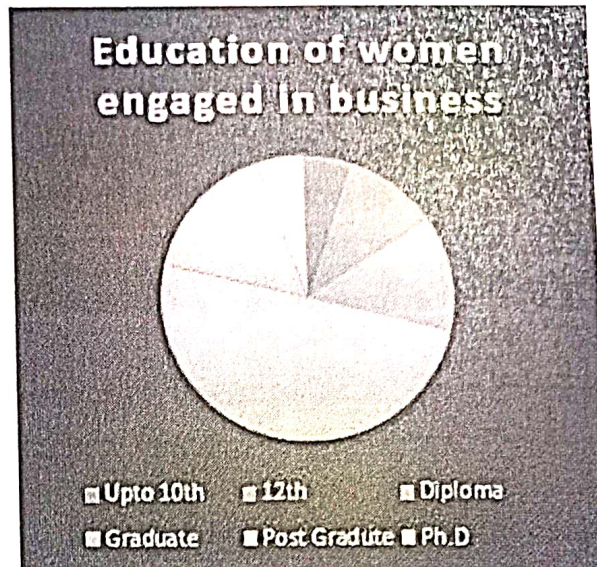
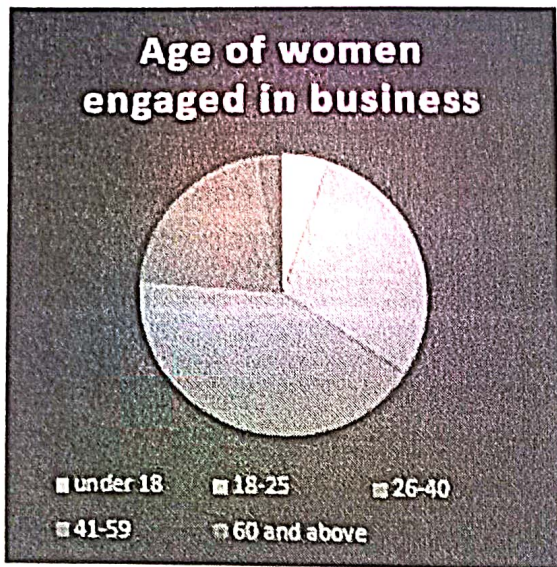


f) Percentage of women in office:

Interpretation: As Government of India require 30% reservation of women in employment. From above data, not only government sector but also in private sector who 40% working women are there.



g) Business women:



Interpretation: Total 300 out of 38 are business women. Most of the Business women are graduated. There are 6 women are qualified high school. And 6 are post graduated and Ph.D. are 2 women. Highest number of women involved in business are of age of 26-40.

### 5. STATISTICAL TEST:

1) Pearson's Chi-squared test on Qualification of working and non-working women:

Ho: There is no association between the Qualification of working and non-working women  
 H1: There is association between the Qualification of working and non-working women

```

R command
matrix(c(31,86,76,33,49,25),byrow=T,nrow=2)
rownames(Women)<-c("workingwomen","nonworkingwomen")
colnames(Women)<-c("high school","college","doctorate")
high school college doctorate model<-chisq.test(Women)
86 76
model nonworkingwomen 33 49 2

```

X-squared = 12.314, df = 2, p-value = 0.002118  
 Testing is claim at 0.05 level of significance i.e.  $\alpha = 0.05$   
 Here p-value < alpha i.e.  $0.00211 < 0.05$ . Ho is rejected

Interpretation: Ho is rejected, there is association between qualification and working, non-working women. Therefore we conclude that, qualification is more important for working and non-working women.

2) Working hours and salary:

Ho: There is no association between Salary and working hours of working women  
 H1: There is association between Salary and working hours of working women

```

R command
Women<-matrix(c(54,22,22,47,43,11,6,10,13),byrow=T,nrow=3)
rownames(Women)<-c("low income","middle income","high income")
colnames(Women)<-c("less than 7","7-8","more than 8")
less than 7 7-8 more than 8
model<-chisq.test(Women) low income 54 22 22
middle income 47 43 11
data: Women

```

X-squared = 25.104, df = 4, p-value = 4.794e-05  
 claim at 0.05 level of significance i.e.  $\alpha = 0.05$   
 Ho is rejected

Interpretation: Ho is rejected. We conclude that, there is association between Salary and working hours of working women.

women. That means, salary is depend on how many hours we work. They are directly proportional to each other.

3) Involvement of working and non-working women in social activity:

Ho: There is no relationship between involvement of working and non-working women in social activity

H1: There is

relationship between involvement of working and non-working women in social activity

Calculation in Excel

Observed frequency

Involvement in social activity	working women	non-working women	TOTAL
Yes	121	48	169
No	89	42	131
TOTAL	210	90	300

Expected frequency

Involvement in social activity	working women	Non-working women	TOTAL
Yes	118.3	50.7	169
No	91.7	39.3	131
TOTAL	210	90	300

$(O - E)^2/E$

Involvement in social activity	working women	Non-working women
Yes	0.061622992	0.143786982
No	0.079498364	0.185496183

$X_{cal} = 0.47040$  ;  $pvalue = 0.49280113$  ;  $Df = 1$

Testing is claim at 0.05 level of significance i.e.  $\alpha = 0.05$

$Pvalue > \alpha$  Ho is accepted

Interpretation: Ho is accepted. There is no relationship between involvement of working and non-working women in social activity. The Involvement in social activity is not depend on whether women is working or non-working.

4) Involvement of working and housewife in SHG

Ho: There is no relationship between involvement of working women and housewife in SHG

H1: There is relationship between involvement of working women and housewife in SHG

Calculation in Excel

Observed frequency

SHG	Working	Housewife	TOTAL
Yes	128	43	171
No	65	23	88
TOTAL	193	66	259

Expected frequency

SHG	Working	Housewife	TOTAL
Yes	127.42471	43.57528958	171
No	65.57529	22.42471042	88
TOTAL	193	66	259

$(O - E)^2/E$

SHG	Working	Housewife
Yes	0.002597283	0.007595087
No	0.005046994	0.014758634

Xcal = 0.0299 ; Pvalue = 0.86249477 ; Df = 1

Testing is claim at 0.05 level of significance i.e.  $\alpha = 0.05$

Pvalue >  $\alpha$

Ho is accepted

Interpretation: Ho is accepted. There is no relationship between involvement of working women and housewife in SHG. The involvement in SHG is not depend on whether women is working or housewife.

#### 6. Conclusion:

Women are the mirror of our nation in the path of their economy, culture and education. From ancient time, the status of women in Indian society was controversial. Women's equality in decision making and in power sharing at all levels should be ensured to develop and attain the goal of empowerment. Avoiding gender discrimination in social, political and economic level would help the nation to achieve their aim. But still we have to go long miles to attain the path of empowerment. We hope, women empowerment will prove its worth in forthcoming years. The nation's progress is in the hands of treatment of women by men. Everyone in this nation should come forward to determine and to ensure the equal status for women in all spheres of their life.

Here are the conclusions of research,

□ The objective is to explore the connection between the education and employment. So, to study this, it should be check whether there is connection between the education and employment of women. Then I came to know that education is more important for the employment of women.

□ The objective is to analyse the social activity of women. So, I found that 62% women are socially active and 38% women won't active in society. And the main reason for non-participation is they don't have enough time.

They help society for development by various activity such as cleanliness, by torturing poor kids, helping small household business, donating money, Group celebrating festival and other activity. Cleanliness is mostly preferred by women.

□ The next objective is to analyse the influence of globalization on women empowerment. 30% of women thinks globalization influences on women empowerment as well as 30% thinks there is no influence. And 37% thinks there maybe influence of globalization on women empowerment.

□ Another objective is to test the increase in the development of women in work place. As per Government rule there is 30% reservation for women in work place. I came to know that there are above than 40% women are working in government as well as private section.

□ Here is another objective to develop find out the relationship between earnings and their working hours. They are interrelated to each other. The earning is dependent on the working hours. They are directly proportional to each other.

□ Here we find that the maximum women are graduated.

□ To find out roll of Self-help group SHG in women employment. So, to study this, we check the roll of SHG. 61% of respondents are participate in SHG, while 39% won't participate in SHG.

□ Again one another objective is to test the awareness of women towards government schemes designed for them. Maximum women are agreeing that, 'The government and other agencies are adequately spreading awareness about women empowerment and its need in the society.'

□ Most of the women working in the private sector and government sector.

□ To find out roll of business women, so to study this we check the roll of business women. 12.6% of respondent are running a business.

The nation's progress is in the hands of treatment of women by men. Everyone in this nation should come forward to determine and to ensure the equal status for women in all spheres of their life.

*EMPLOYABILITY OF WOMEN THROUGH EDUCATION AND EMPOWERMENT IN AMRAVATI DISTRICT*

References:

- Book -Fundamental of Mathematical statistics, S.C.Gupta and V.K.Kapoor
- Book -Research methodology for Statistics, , C.R.Kothari
- byjus.com- selfhelpgroup
- Kumar, P., Nuken, A., Datta, N., & Vyas, A. (2021). Impact of an empowerment and employability program for adolescent girls: Evidence from India. *Journal of Youth Development*, 16(2-3), 255-277.