
ENLIGHTENED THOUGHTS OF EMPOWERED WOMEN ENRICH THE SOCIETY

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Abstract: Women attain great respect and dignity in the society due to the uniqueness she has when compared to men. . Apart from these roles in her life like, she is also taking up an additional burden to support the family economically with ease. The skills she presents in maintaining work life balance are appreciable. Empowering women is to allow them to participate fully in economic life across all sectors to build stronger economies. The present study focuses on the role played by women in this modern world facing challenges from many directions and leaving their mark behind. Women are by nature good managers. If education is added to that the management skills it helps them attain their targets more easily. Education can create more awareness about the society and the activities can be taken up in a more matured and planned manner. Women's commitment towards work and dedication towards their profession lead them to greater heights.

Keywords: Career, Education, society, opportunities, Women empowerment.

Introduction: Women attain great respect and dignity in the society due to the uniqueness she has when compared to men. She is the base for the society and without women, there is no creation. Women's role as a daughter, wife, mother, employee, care taker burdens her with lot of responsibilities. . Apart from these roles in her life like, she is also taking up an additional burden to support the family economically with ease. The skills she presents in maintaining work life balance are appreciable. This is possible only because of her commitment towards family as well as her career. The most important thing that a woman wears is her confidence to sustain on her own. This confidence brings in to her mind great thoughts and business ideas which help them to attain financial independence, satisfied career and sometimes help for a social cause. An empowered woman has the capacity to empower many. Empowering women is to allow them to participate fully in economic life across all sectors to build stronger economies, achieve internationally agreed goals for development and sustainability, and improve the quality of life for women, men, families and communities[1]. According to Rappaport, "*Empowerment is viewed as a process: the mechanism by which people, organizations, and communities gain mastery over their lives* [10].

A woman who walks in purpose doesn't have to chase people for opportunities. Her light causes people and opportunities to pursue her [9]. There are many women who have set their career paths by getting inspiration from the troubles they face or some instances they have come across in their life. Even though 60% of the work is burdened by her, she enjoys 10% of its benefits. This may be due to patriarchal nature of the society, lack of access to good jobs, discrimination they face in the society, unequal pay etc. In spite of all these hindrances there are some women who have selected unique career paths and presented their good managerial abilities and there

by not only enriched themselves but also the lives of others around them. This shows the level of social responsibility that is shouldered by women apart from all her personal and family commitments.

Case for the present study: The present study focuses on the role played by women in this modern world facing challenges from many directions and leaving their mark behind. Women are into every field and they are also achieving greater heights equal to men. It is possible only for women to balance career and family in an efficient manner. Women empowerment is of utmost importance and need of hour to check the unethical issues that are taking place in the society.

Objectives of the study:

1. To understand the need for women empowerment to address the social issues in present day scenario
2. To analyse various innovative business ideas taken up by various women entrepreneurs
3. To identify the key contributing factors for the success of such entrepreneurs

Methodology: Case study method of research is used and the required data is collected entirely from the secondary sources. The sources of secondary data include information gathered from various websites and the news articles on women entrepreneurs that are published in Eenadu daily newspaper from Vasundhara section.

Women's commitment in addressing Social issues: It is rightly said that a *strong* women stands up for herself where as a *stronger* women stands up for others. There are few examples of empowered women who have not only created their own career path but also stood as support for a social cause.

Case 1: Rani Nadipalli, an NRI, who was awarded best outgoing student award by an Engineering University in Bheemavaram, took initiative to establish three purified mineral water plants at Bheemavaram to address the water problem in that locality to some extent. Two units were located in railway stations

and one near two town police station of Bheemavaram. At present the total productivity of the three plants is 13,000 litres per day which is supplied to 500 to 600 families @ 20 litres per family. The unit is financed by her and the activities are looked after by her father[12].

Case 2: Ishwarya Mandha, an engineering student who completed her engineering from Osmania University and PhD from London, initiated to start a baby care centre in L.B Nagar, Hyderabad for the children of low waged women workers who cannot afford day care centre for their children. The day care centre named "Cradle India Foundation" which was started in 2010, is open for all those children who are toddlers and below school going age. In the beginning there were only 6 to 10 children but now it is presently taking care of 100 and above children. The funding is done by the family members and from the friends circle and the main motto behind this foundation is to help poor children to enjoy their childhood[7].

Case 3: Kauveri, who had completed her Intermediate have started a service organisation namely "Shantivan" which provides free schooling for the children of poor in Kasara Gav in Maharashtra. The school started with 22 children in the beginning but now totally 700 children are getting value based education for free of cost. The organisation is funded by their family members primarily but later some donors and Government came forward to provide the helping hand to Kauveri in her mission. She has to face many objections from her family and neighbours but her constant efforts and dedication helped her to convince them and now she could get their full support morally and financially[5].

Case 4: Sultana Begum, who got married at the age of 17 years has to face many obstacles in her family life because of her husband and in-laws. She was severely wounded by her husband on face when she was a pregnant. She has to undergo many surgeries to get back to life and all, the strength she got to fight against that misery is her love for her small son. She managed to get back to health with great struggle with the help of "Shaheen" a voluntary organisation. It gave all moral and legal support to fight for her rights and at that time she decided herself to help the distressed women who are facing discrimination in the society. Now, she is representing Indian women in America to discuss about "Best Practices in fighting gender bias vigilance"[11].

Case 5: Gali Aruna is married to Uday who works near Gulbargah as a project coordinator of "Water Shed Management- Women as Equal Partners". Mrs. Aruna is selected as project manager taking into consideration her keen interest in environment and related issues. She has started a magazine "Vikasadhatri" to impart knowledge on environmental

issues. She replaced this magazine with a website namely "www.vikasadhatri.org" as it became difficult to maintain the costs of publishing and printing magazines. Apart from this magazine she also started online radio and presently coordinating the children of ten different schools to participate in various activities to encourage them to become eco-friendly[3].

Women as innovative entrepreneurs: Innovation has no substitute. The original and revolutionary ideas are always successful and they attain higher altitude. Education helps to build up confidence levels in women. The right education will uplift the competency of women in taking bigger challenges and meeting them. There are many women who have created their own image in the society with innovative and creative ideas.

Case 1: Priyanka Adusumilli got an innovative idea of supplying mineral water bottles with customised stickers that are designed by her based on the occasion for which they are ordered. She has a tie up with mineral water packing units to provide customised labels for the bottles in such a way that their logo is also taken care of. She named the start up as "Big Drop" and started her services. Till now she successfully completed 40 orders that included 50,000 bottles[6].

Case 2: Chaitanya, created her own profession as "Image Consultant" works for big corporate houses like Oakridge International School, Yashoda, Global hospitals, CII etc. After marriage, Chaitanya spent her life in taking care of her children and could not do any job for 10 years. After that she wanted to start her career in a different field so she chose to become image consultant. As an image consultant, she has to suggest the dressing style and behavioural traits, teach communicative English and all other aspects are taught to the employees to manage customers with proper care and dignity[8].

Case 3: Neelima Obugari worked as an officer at IBM resigned her job to take care of her children. But she doesn't want to sit idle at home so she ventured to start "Tara Technologies" to go with her idea of "Big Data Analyst". As a data analyst, she and her team has to collect data from various sources about the customers, changing trends, forecasting demand for their clients. The job is very challenging as they have to reduce huge amounts of data they collected into small and reliable information that is useful to their clients in increasing the customers and reputation. This organisation is being selected for technical assistance for Ujjaini Kumbha mela also. There are many such business offers in her hand at present[4].

Case 4: Kasu Rajani started "Jipsy Cabs app" that facilitates long journeys. She came up with this idea to help the customers who have to travel long distances. The drivers of these cabs are provided training to deal with customers properly. These cabs also

own some vehicles which have basic medical aid equipment to help the customers with health issues if intimated before. Till now these cab services covered a distance of eight lakh kilometres covering the areas of Hyderabad, Bangalore, Chennai, Vijayawada, Vizag, Guntur, Pune, Mysore, Coimbatore and Tirupathi. It is planning to extend their services to more 44 regions in future[2].

Findings and Conclusions:

- Women are good at maintain work life balance and managing stress
- Women empowerment leads to a better society
- Women in modern society have elevated thoughts towards societal problems
- Women are equally competent as men to grab the opportunities and think of innovative ideas
- Women's commitment towards work and dedication towards their profession lead them to greater heights
- Women reinvest most of their earnings in their families and community

- Women empowerment acts as a driving force for social improvements
- Women are by nature good managers. If education is added to that the management skills it helps them attain their targets more easily
- Social consciousness of women is improving day by day as their level of education increases
- Women education helps them in elevated thinking and their by their capacity of activities can be enhanced
- When family supports women in their activities and commitments they gain lot of psychological strength to achieve their goals in time
- Education can create more awareness about the society and the activities can be taken up in a more matured and planned manner
- The determination of a women can be broken down temporarily, but a real women will always pick up the pieces, rebuild herself and comeback stronger than earlier.

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