



# An Analysis Of Recent Government Initiatives Aimed At Promoting Women's Empowerment In Indian Society

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## Abstract

India's patriarchal culture has hindered women's social, economic, and political advancement. Recent government policies have empowered women and addressed these inequalities. This research will evaluate these initiatives' impact on Indian women. This research will examine the Beti Bachao, Beti Padhao (Save the Daughter, Educate the Daughter) and Pradhan Mantri Matru Vandana Yojana campaigns, which address female infanticide, education barriers, and maternity benefits. Study government programs to empower women and explore Indian culture's empowerment of women. Women have contributed to modern Indian society in politics, education, business, social services, arts and culture, sports, aerospace, journalism and media, science and technology, literature, entertainment, philanthropy, spiritual and religious leadership, entrepreneurship, social activism, and environmental conservation.

**Key Words:** Women Empowerment, BBBP, MSK, PMMVY

## Introduction

Many patriarchal attitudes and practices in India have sidelined women and hampered their social, economic, and political growth. Recent government measures have promoted women's empowerment and addressed these inequities. This study will assess these efforts' influence on Indian women's lives. This study will focus on the Beti Bachao, Beti Padhao (Save the Daughter, Educate the Daughter) campaign and the Pradhan Mantri Matru Vandana Yojana, which target female infanticide, education hurdles, and maternity benefits. The results of these efforts might show how well the Indian government has empowered women

and promoted gender equality. We believe this research will reveal current issues and provide ways to enhance future policies and initiatives.

### **Review of Literature:**

Purnima Ojha (2011), “**Women's Issues in India: Role and Importance of Media**” Women's are the wealth of India and they have contributed in almost every field and made country feel proud at every occasion. Systematic discrimination and neglect of women in India, which could be in terms of inadequate nutrition, denial or limited access to education, health and property rights, child labour and domestic violence etc.

Sanjay Bhardwaj (2021), “**Role of Women in Different Fields**” Despite the increasing participation of women in different areas of India, such as political, society and economic status, their share is very minimal. There is no doubt that the freedom given to women will contribute to gender equality in society.

### **Objectives**

1. To study the Government Schemes to empowering the women.
2. To examine the empowerment of women in Indian culture.

### **Methodology of the Study**

The work of the article is based on a thorough analysis of secondary data gathered from a variety of sources, including books, national and international journals, and public and private publications on a range of topics related to women's contribution to modern Indian society that are accessible on websites and in libraries.

### **Recent Government Schemes Related to Women Empowerment in Indian society:**

The Ministry of Women and Child Development is implementing various schemes/ programmes to bring women into the mainstream of all the sectors in the country in order to empower them. The details are as under:

1. **One Stop Centre and Universalization of Women Helplines:** The WCD manages the Nirbhaya Fund's One Stop Centre and Universalization of Women Helplines. One Stop Centres (OSCs), also known as Sakhi Centres, provide a variety of assistance to domestic violence victims. These include police, medical, legal, psychiatric, and temporary housing services. The Women Helpline (WHL) Scheme helps public and private abuse victims 24/7. It connects them to law enforcement, one-stop facilities, hospitals, legal services, and other assistance.
2. **Ujjawala Scheme:** The Ujjawala Scheme is being implemented as a Centrally Sponsored Scheme for Prevention of trafficking and for Rescue, Rehabilitation, Reintegration and Repatriation of victims of trafficking for commercial sexual exploitation.
3. **Beti Bachao Beti Padhao(BBBP) :** Beti Bachao Beti Padhao(BBBP) Scheme was launched on 22nd January 2015 with an aim to address declining Child Sex Ratio (CSR) and related issues of empowerment of girls and women over a life cycle continuum. The objectives of the scheme are, to prevent gender

biased sex selective elimination, to ensure survival and protection of the girl child and to ensure education and participation of the girl child.

4. **Mahila Shakti Kendra (MSK):** In November 2017, the government supported Mahila Shakti Kendra (MSK) Scheme empowered rural women via community involvement. The strives to coordinate women's programming across sectors. State Governments and UT Administrations administer the system with a 60:40 cost-sharing ratio between Centre and States, except for North East and Special Category States, which finance 90:10. Union Territories get 100% central financing.
5. **Pradhan Mantri Matru Vandana Yojana (PMMVY):** The Centrally Sponsored Conditional Cash Transfer Scheme Pradhan Mantri Matru Vandana Yojana (PMMVY) began nationwide on 01.01.2017. PMMVY provides maternity benefits to all Pregnant Women & Lactating Mothers (PW&LM), except those who work for the Central Government, State Governments, or Public Sector Undertakings (PSUs) or receive similar benefits under any law for the first living child of the family. During pregnancy and breastfeeding, qualified beneficiaries get Rs.5,000/- in three payments if they meet dietary and health requirements. After institutional delivery, the qualified recipient receives the remaining monetary incentive as per authorized rules for maternity benefit under Janani Suraksha Yojana (JSY), averaging Rs.6,000/-.
6. **Recently, Ministry has launched 'Mission Shakti' (Integrated Women Empowerment Programme):** A mission-mode Umbrella Scheme to increase women's safety, security, and empowerment programs. It aims to realize the Government's vision for "women-led development" by addressing life-cycle issues affecting women and making them equal partners in nation-building through convergence across Ministries/Departments and different levels of governance, greater participation and support of Panchayats and other local governance bodies and Jan Sahabhagita, and strengthening digital infrastructure for last-mile service delivery.

### **Findings of the Study**

1. In accordance with the programme, eligible beneficiaries get Rs. 5,000 in three payments throughout pregnancy and breastfeeding if they meet certain requirements related to nutrition and health concerns.
2. After an institutional birth, qualifying recipients get the remaining maternity benefit under Janani Suraksha Yojana, often earning Rs. 6,000/- as per authorized guidelines.

### **Suggestion and Recommendations of the study:**

1. India's female political population has grown over the years, and their influence on the nation's decision-making process is noteworthy.
2. The number of strong, independent women in India who occupy higher positions in a range of offices and organisations has increased.

## Conclusion

Women have contributed to modern Indian society in politics, education, business, social services, arts and culture, sports, aerospace, journalism and media, science and technology, literature, entertainment, philanthropy, spiritual and religious leadership, entrepreneurship, social activism, and environmental conservation. They have defied gender norms and shown their worth in a male-dominated society. Women leaders, entrepreneurs, and role models inspire. Several Indian government programs empower women and promote gender equality. Despite advances, women face gender-based violence, poverty, and discrimination. Persistence, devotion, and hard effort have improved Indian women's prospects. Celebrate women's crucial contributions to modern India. They proved women can achieve anything. We are proud of India's talented, accomplished, and determined women and wish they continue to shine.

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