

CASE STUDY OF WOMEN EMPOWERMENT WITH SPECIAL REFERENCE TO RUDSET -MYSURU

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DOI: 10.5958/2278-4853.2022.00168.9

ABSTRACT

The proposed case study is developed to assess women empowerment among the women entrepreneurs who are trained and guided by the RUDSET Mysuru division. The research study consists of nine success stories of women entrepreneurs from RUDSET out of thirty, based on project cost and return on investment, and Dr.Veerendra Heggade quotes that "Instead of writing someone else's account through wage employment after 3-5 years of college education, it is more meaningful to write one's own account by embarking upon self-employment." RUDSET, Mysuru offers 30 self-employment courses ranging from beauty parlour management, dairy farming, electric motor rewinding, general EDP, poultry, tailoring, home agarbatti, and Pappad, to name a very few. The proposed case study will attempt to highlight the significance of self-employment and women empowerment at the grass root level of the society.

KEYWORDS: Women Empowerment, RUDSET, Self-Employment, Entrepreneurial Culture, Women and Social Welfare.

Methodology

The case study is based on the printed documents and report evidence-based on observations and personal interviews as collected by the authorities of the RUDSET division Mysuru. The respective cases are studied, and the results are presented in a descriptive method so that the best practises can be made available in the public domain of research databases.

Findings & Results: In aggregate, the 9 case studies out of 30 in commonality support that women's empowerment is closely associated with economic empowerment of women and creating self-employment opportunities at large. RUDSET is contributing the most at the rural level to providing self-employment opportunities to women. It is suggested that the RUDSET organisation be merged with the central ministry of women and social welfare. Probably, such initiatives may give more strength to RUDSET to participate in building a better entrepreneurial culture among women in India at large.

INTRODUCTION:

The government of India has defined women's entrepreneurship as an enterprise owned and controlled by a woman, having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise meant for women's development and social welfare. Entrepreneurship is crucial in creating employment opportunities for rural communities, enabling self-employment for those who launch their own businesses, and enhancing the economic standing of rural areas. In both rural and urban areas, women are now motivated to launch their own businesses in order to alleviate poverty, provide for their families, and raise the standard of living. Without any societal or other barriers, women are engaged in commerce, business, and agriculture. However, rural women in India face numerous social and cultural constraints. As a result, women's participation in entrepreneurial activities contributes less to rural India's social and economic growth. Since 2008, the United Nations has designated October 15th as International Rural Women's Day to honour them. Rural entrepreneurs are those who will create industries and business units in rural areas by utilising agricultural resources. (Rakesh Kumar Gautam, 2016)

In Karnataka, SIDBI and Karnataka State Financial Corporation have together launched many programmes for the growth of women's entrepreneurship in Karnataka. In Karnataka, the responsibility of women's entrepreneurial development has been taken up by the Department of Industries and Commerce, which operates through the District Industries Centre, Technical Consultancy Service Organization of Karnataka, Karnataka Small Scale Industries Development Corporation, Karnataka Industrial Area Development Board, Karnataka State Finance Corporation, Center for Entrepreneurship Development of Karnataka and Karnataka State Women Development Corporation. It offers guidance followed by facilitation of loans and training in different skills under the scheme Udyogini. The scheme motivates women entrepreneurs to establish new enterprises as well as upgrade the existing ones. (R.L. Hyderabad, 2014)

The origin of RUDSETI can be traced back to the year 1982 in Ujjire, Karnataka state. Earlier, Syndicate Bank, Canara Bank, and SDME Trust had jointly sponsored the rural empowerment mission under the guidance of the Ministry of Rural Development, Government of India. Presently, there are 585 RUDSETIs across the countries which are imparting various training programmes for skill enhancement during the financial year 2021-22. It has been discovered that over 2.56 lakh young generation entrepreneurial aspirants have successfully completed various courses through RUDSETI. (Source: RUDSETI).

Literature review and Related work:

**TABLE 1: REVIEW OF ARTICLES IN THE FIELD OF WOMEN'S EMPOWERMENT
AND RUDSET ROLE IN THE EMPOWERMENT OF WOMEN THROUGH
ENTREPRENEURSHIP**

Serial number	Focus	Reference
1	RUDSETTI's contribution to the growth of rural entrepreneurship in Dakshina Kannada district, Karnataka, includes offering	shrigowri K., International Journal for Management studies -vol-X (Year 2021)

	appropriate EDP, credit acceptability, and skill-enhancement programmes for youth and women.	
2	The formation, purposes, and development of Rudsetti rural social groups in Karnataka have been carefully studied. In Karnataka, the author primarily concentrates on the establishment of NGOs (RUDSETI) and works to promote self-employment through various initiatives.	(K, 2021)(T.Srinivasan., 2016)C.M. Prakasha., International Journal in Commerce, IT & Social Sciences. Vol.III Issue-VIII, (Year 2016)
3	The article's main focus is the formation, aim, and purpose of RUDSET. The several kinds of EDPs offered to women in Vetapalem, Tamil Nadu.	K. Ramakrishna.,International Journal in Management and Social Science. Vol.III Issue-VI (Year 2015)
4	Concept of entrepreneurship is explained in detail. Types of rural entrepreneurship and challenges for rural entrepreneurs is the main focus of study in this article.	Garima Mishra., &Dr. U. V. Kiran, International Journal of Science and Research. (Year 2014)
5	Focus on current status of women in India and opportunity, advantages of women entrepreneurs and government schemes for women entrepreneurship	Poonam Joshi.,&Dr. Shashi Sanchiher, IRJMSH.Vol. IX Issue IV [Year 2018]
6	Main Focus on Institutional support for Women Entrepreneurship and analysis of the extent of awareness of Institutional support among sample women entrepreneurs.	Laxmi B. Parab.,&R.L.Hyderabad, Pacific Business Review International. Vol- VII, issue II (Year 2014)
7	Prime focus on the role of RUDSET in promoting rural development, self-employment, and women's empowerment.	JamunaraniH. S., Tumbe Group of International Journal.Vol-II, Issue-I (Year 2019)
8	Focus on essentials of NGOs mainly RUDSET and SHGs in Providing structural training to rural women.	Kittur Parveen., Research Journal of Management Sciences. Vol.III(II), (Year-2014)
9	key attention on the policy initiative of the Indian government towards women empowerment and analysis of factor that influence it.	Dr. Reena Singh., and Sakshi Singh, Journal of Research in Humanities and Social Science. Vol IX-Issue III (year 2021)
10	Reflects light on position of scheduled cast rural women in India and importance of micro finance in promoting small business	Vijay Kumar., and Parikshit Joshi,International Journal of Core Engineering&Management. Vol II, Issue VI (Year 2015)
11	The main focus is on Women Empowerment and contribution of SHGs towards empowering women in India.	Sonashree Kar., and Anup Pradhan, Globus An International Journal of Management &IT.Vol IX, No II (Year

		2018)
12	Focus is on concept of women empowerment and explains the main determinants of women empowerment.	Anu Dandona., The International Journal of Indian Psychology. Vol.II, Issue-III. (Year 2015)
13	Structured study on multi-dimensional contribution of NGOs in uplifting rural economy through entrepreneurial training & development	C.M. Prakasha., International Journal in Commerce, IT & Social Sciences, Vol-III. Issue-VIII. (Year 2016)
14	The conceptual study mainly focuses on empowering women through entrepreneurship development in Karnataka.	P S V Balaji Rao., and A.V. Shravan, International Journal of Applied Engineering Research. Vol-XIII. (Year 2018).
15	The focus of the study was to analyse the reason behind success of RUDSETI in EDPs to Entrepreneurship and the feedback on the training effectiveness is collected through successful trainees.	K.Ramakrishna., and A Sudhakar, International Journal in Management & Social Science. Vol-III., Issue VI. (Year 2015)

Research Methodology:

This is a conceptual study. Primary data was gathered at the RUDSET institution in Hinkal, Mysore, as well as through personal interviews with successful female entrepreneurs from various fields. Secondary data is gathered from related journals and books. The role of Rudest in empowering women through entrepreneurship was investigated using the case study method in 30 different cases, with 9 having the highest project cost and return on investment that was thoroughly examined in case analysis.

Objective of the study:

1. To evaluate the concept of women empowerment
2. To analyse the cases of entrepreneurship and empowerment,
3. To assess the role of RUDSET in women empowerment through entrepreneurship development using case studies of success stories.

Women Empowerment:

The concept of women's development sought to include women at deeper levels of inclusion in terms of political, social, and economic empowerment in order to minimise marginalisation in social communities and to realise socio-economic inclusion.

Despite the fact that Women are able to make contributions to household finances, they frequently lack the ability to participate in decision-making regarding income-generating opportunities. In the context of transformational changes observed in India, it is very much evident that there is an increased emphasis on innovation, technology, and self-sufficiency, particularly in the post-covid era, where economically disadvantaged groups have suffered severe job and income losses.

Families are on the verge of poverty in India, which is rapidly changing in terms of employment opportunities, urbanisation, and innovation. Women's economic empowerment remains critical to the foundation upon which India stands globally. Despite the fact that working women number approximately 432 million, nearly 343 million are not in paid formal job roles or working in an organised sector of industry.

Economic empowerment of women is defined as the financial intervention of a microfinance institution on rural women and is measured using a variety of indicators. The concept of empowerment reveals giving power to the beneficiary, and it may be expressed through the improvement of life in terms of level of income, expenditure, and savings. Economic aspects of empowerment also look into asset creation and entrepreneurial aspects of rural women. Economic empowerment is focused on the sustainability of resource access and asset creation among rural women. The women's entrepreneurial programs, mainly focused on agricultural activities and self-employment avenues, improved the participation of rural women in various economic activities.

The latest research studies have revealed (Korreck, 2019) that the economic state of women in India is under an upsurge of transition, making them empowered in the holistic perspective of social, economic, and political avenues.

An overview of RUDSET in Karnataka

RUDSETI, Mysore was born in 1992. Since its inception, it has brought light into the darkened minds of unemployed youths. During the financial years 2020–21, a total of 20 programmes were conducted, with 467 individuals trained through various self-employment training programmes. RUDSET offers more than 60 programmes of self-employment in various fields of economic development. A few of the selected self-employment are listed below.

- Entrepreneurship Development Programme for Micro Entrepreneurs
- Photography and Videography
- Homemade Agarbatti Maker
- Dairy Farming and Vermi Compost Making
- Beauty Parlour Management
- Costume Jewellery Udyami
- Commercial Horticulture
- Krishi Udyami
- Poultry
- Masala powder, papad and pickle preparation
- Making Candles
- Bee Keeping
- Mushroom Cultivation

- EDP to Persons with Disabilities
- Training Programme on Financial Literacy for women. (Source: RUDSET)

TABLE NO. 2: TRAINED PROGRAMME (BETWEEN 2016-17 TO 2021-22)

Year	Trained	Men	Women	Transgender
2016-17	987	618	367	02
2017-18	750	466	284	00
2018-19	777	438	329	10
2019-20	720	423	291	06
2020-21	467	244	223	00

Source: RUDSET -Hinkal, Mysore

TABLE NO. 3: SHOWS SETTLED SELF-EMPLOYED TRAINEES.

Year	Settled Total)	Settled Men	Percentage of settlement-Men	Settled women	Percentage of settlement-Women	Wage employed	Self employed
2016-17	404	237	24.01	164	44.67	03	401
2017-18	467	261	34.80	196	69.01	10	457
2018-19	236	102	13.13	186	56.53	26	210
2019-20	504	222	30.83	201	69.07	81	423
2020-21	339	156	33.40	124	55.60	59	280

Source:RUDSET-Hinkal, Mysore.

Findings from table 2&3:

- RUDSET provides training and development programmes for males, females, and transgender people. From this process, RUDSET gives equal opportunity to all genders.

- By examining training and established trainees, there are more male trainees as compared to women and a few trances gender also. But while it comes to a settled percentage, female trainees are more self-employed than males.
- RUDSET's training and development programme was best utilised by women as compared to men, even though they are fewer in numbers as compared to men but show a higher settlement percentage.

TABLE NO-4: DETAILS OF SELECTED 30 BENEFICIARIES FROM DIFFERENT TYPE OF TRAINING PROGRAMME IN RUDSET -MYSORE:

Beneficiaries' details	Training details	Total project cost	Bank Assistance	Own fund	Provided employment to other (in Numbers)	Monthly average earnings
Case 1	Dress designing for women	15000	nil	15000	nil	15000
Case 2	Women's tailor	50000	nil	50000	nil	15000
Case 3	Dress designing for women	55000	40000	15000	nil	15000
Case 4	Dairy farming	50000	nil	50000	nil	10000
Case 5	PMEGP-EDP	575000	225000	350000	02	25000
Case 6	PMEGP-EDP	2500000	2500000	125000	23	100000
Case 7	Beauty Parlour training	100000	nil	100000	02	38000
Case 8	Women's tailor	50000	nil	15000	01	15000
Case 9	General EDP	60000	50000	10000	nil	10000
Case 10	Women's tailor	200000	nil	200000	01	25000
Case 11	Beauty Parlour training	75000	nil	75000	nil	18000
Case 12	PMEGP-EDP	50000	nil	15000	nil	15000
Case 13	PMEGP-EDP	1200000	1125000	75000	02	30000
Case 14	General EDP	30000	20000	5000	01	25000
Case 15	Tailoring	10000	nil	10000	nil	12000
Case 16	Beauty Parlour training	325000	300000	25000	01	20000
Case 17	PMEGP-EDP	500000	300000	100000	02	25000
Case 18	Women's tailor	30000	nil	30000	nil	10000
Case 19	Tailoring	10000	nil	10000	nil	12000
Case 20	General EDP-	75000	50000	25000	nil	15000

	Udyogini					
Case 21	Beauty Parlour training	75000	nil	75000	nil	10000
Case 22	Fashion designing	50000	nil	10000	nil	10000
Case 23	Women's tailor	150000	100000	50000	nil	15000
Case 24	Dairy farming	50000	nil	18000	nil	18000
Case 25	Women's tailor	20000	nil	20000	nil	10000
Case 26	Dress designing for women	8000	nil	12000	nil	12000
Case 27	General EDP	100000	85000	15000	nil	15000
Case 28	Dairy farming	85000	nil	19000	nil	19000
Case 29	PMEGP-EDP	760000	700000	60000	02	48000
Case 30	Cell phone repairs & servicing	150000	nil	150000	01	30000

Source: RUDSET, Hinkal, Mysore. (<https://rudsetitraining.org/web/mysuru/wp-content/uploads/sites/23/2020/10/Mysuru.pdf>)

(PMEGP-EDP: Prime Minister's Employment Generation Programme. -Entrepreneurship Development Programme)

TABLE NO 5: ANALYSIS OF TABLE NO 4

Type of training programme	Total no Beneficiaries
Dress designing for women & Tailoring	11
Beauty Parlour training	04
Dairy farming	03
PMEGP-EDP	06
General EDP	04
Fashion designing	01
Cell phone repairs & servicing	01
Total	30

Findings from table 4&5:

- The personal interview method was used to collect 30 success stories. To maintain confidentiality regarding beneficiary details, only alphabetical numbers are assigned from case 1 to case 30. In case analysis, the cases having the highest project cost and return on investment were analysed in detail.
- RUDSET organises seven distinct types of training programmes. There have been the most participants in the dress designing for women and tailoring category, with 11 members.

members received bank assistance, while the 9 members manage funds on their own. Among these 3 members having project cost more than Rs.50000

- All 6 PMEGP-EDP training programme beneficiaries received bank assistance, and the remaining funds were raised on their own. This type of training has a higher project cost and return on investment. More jobs were created here.
- Among all 4 General-EDP trainees, 3 members' project cost is more than Rs. 50,000.
- There are 3 trainees for beauty parlour training. The project cost is more than Rs. 50000 and 2 trainees availed bank assistance and remaining member managed fund by their own.
- In dairy farming there 3 trainees and the project cost were managed by their own funds
- One trainee for fashion design and one for cell phone repair. The project's costs were raised entirely on their own. As a result of cell phone repair training, one job was created.

Case analysis:

The successful settlement of 30 women entrepreneurs' details was collected in Rudset, Mysore. A personal interview was used to collect details and they are presented in table no4. In this section, cases having the highest investment and return on investment were analysed in detail.

The case 3 was with regard to the women tailoring. The information regarding RUDSET was received through her parents. The cost of the project was estimated at Rs 55000 with bank loan of 40000 and 15000 of own funds. The project aimed at beauty parlour management with 01 employee to start with in the year 2020.

Though it was difficult during corona pandemic, after great hurdle times the latest reports document that the tailoring business is improving at a slower pace. The training programme also aimed at providing soft skills and the conceptual understanding of human relations, followed by customer satisfaction.

The case 5 was with regard to the training program – PMEGP-EDP. The information regarding RUDSET was received through certain friends and relatives of the beneficiary of the program. The cost of the project was estimated at Rs 575000 with bank loan of 225000 and 350000 of own funds. The project aimed at Agriculture product trade and processing along with the maintenance of men's saloon with 2 employees to start with in the year 2019.

After 10 days of training program the beneficiary understood the importance of women empowerment, marketing strategy and maintenance of women enterprises sustainably. Presently it is found that the women entrepreneur and her male husband are attained economic sustainability with considerable amount of financial freedom with levels of expenditure as well as savings.

The case 6 was with regard to the establishment of agricultural implements manufacturing industry with the assistance of PMEGP-EDP programme with special focus on agricultural implements and its allied tools. The cost of the project was estimated at Rs 25,00000 completely funded by the bank loan and 125000 Rs self-funding. The project aimed at generating revenue from manufacturing and selling of Agricultural implements with the support of her husband. In the beginning she could not able to avoid losses because of lack of market knowledge. Later after

2 years approximately she started applying her knowledge of marketing skills to upgrade the business and increase the revenue.

The case 9 was with regard to the establishment of Kirana shop she opted for general -EDP, with special focus on trading. The cost of the project was estimated at Rs 60000 with bank loan of 50000 and 10000 of own funds in the year 2017. The project aimed at delivering commodities and consumer goods to the local people of Hunsur and nearby villages. She opinion that the profit margin is promising in retail business. Presently she is leading a comfortable life with considerable amount of financial freedom.

The case 16 was with regard to the beauty parlour management. The information regarding RUDSET was received through her friends. The cost of the project was estimated at Rs 325000 with bank loan of 300000 and 25000 of own funds. The project aimed at beauty parlour management with 01 employee to start with in the year 2021.

Though it was difficult during corona pandemic, gradually the business is improving and found to be effective with good returns and revenue earning. The training programme also aimed at providing soft skills and the conceptual understanding of human relations, followed by customer satisfaction.

The case 17 was with regard to the computer browsing and computer servicing. The information regarding RUDSET was received through her mother. After a great number of miseries and challenges in life the beneficiary got know about RUDSET programs.

As she was well versed in computer skills (ICT), she opted for PMEGP-EDP, with special focus on computer browsing and computer servicing skills and its enhancement. The cost of the project was estimated at Rs 500000 with bank loan of 300000 and 200000 of own funds. The project aimed at computer servicing with the support of her daughter. It is documented that the beneficiary of the program largely indebted to RUDSET for helping her gain knowledge of ICT skills. From the latest report it is found the very recently she has clearly all the debts and bank loan and doing good in her economic endeavours.

The case 20 was with regard to the establishment sheep rearing business. She opted for UDYOGINI scheme, under Agricultural EDP programme with special focus on sheep farming. The cost of the project was estimated at Rs 75000 with bank loan of 50000 and 25000 of own funds in the year 2016. The project aimed at rearing sheep, sheep wool as well as sheep breeding.

After 1 year of effort, she started earning good income as well as she influenced her husband to involve in the activities of sheep rearing its allied business-oriented activities. She and her entire family is associated with sheep rearing business and leading good life with better economic status.

The case 27 was with regard to the establishment of dairy farming. general EDP programme with special focus on animal husbandry and dairy farming. The cost of the project was estimated at Rs 100000 with bank loan of 85000 and 15000 of own funds in the year 2015. The project aimed at generating revenue from dairy farming and supply of milk to the local people.

After 3 years of effort, she started earning good income and reconstructed her house, as she started more income from the dairy farming business. The family is found leading better life compared to earlier days with better economic status.

The case 29 was with regard to the establishment of Boutique and Fashion designing. She opted for PMEGP-EDP, with special focus on fashion designing. The cost of the project was estimated at Rs 760000 with bank loan of 700000 and 60000 of own funds in the year 2020. The project aimed at customised fashion dresses and garments to the local customers, especially which fits women.

It seems that there was an initial setback for the business because of lack of upgraded stitching machines. After 1-2 years of hardships, she started earning good income as well as customer recognition. Recently she purchased a car and leading happy life with social status and prestige with considerable amount of financial freedom.

Concluding Remarks:

The case analysis of women empowerment with special reference to RUDSET -Mysuru is a maiden attempt by the researcher to understand the relevance of locally funded, social business organisations like RUDSET. By accepting the fact that entrepreneurship is a passion driven endeavour, but with social support from the family members as well as social organisations. RUDSET is found delivering good results in encouraging local entrepreneurial activities in Mysuru district, as a part of economic empowerment of women.

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