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## CHANGING SENARIO OF HOME BASED WOMEN’S WORK TO WOMEN ENTREPRENEURSHIP

*With Reference To Lace Industry of Narsapur Andhra Pradesh*

**Dr.MADHU SHALINI KUSUMA**

HOD, DEPT. OF COMMERCE, B G B S WOMEN’S COLLEGE

NARSAPUR-WG-Dt-AP

email:kusumaug 11@gmail

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### ABSTRACT

Indian economy in recent times is being considered an effectual strategy for decentralization of economic activities to rural India and giving a reform to the migration of people to urban centers. Women entrepreneurs are emerging as smart and dynamic entrepreneur they have proved to be on par with their Men, in India Home Based Women’s work described as their reality in living conditions .It’s a powerful experience for not just the women but also for the manufacturers and brands who were engaged in respective fields there are hundreds of thousands of women from poor, marginalized families who work for cash, stitching, embroidering and weaving at home to put the finishing touches to products that are sold globally, most of them are not recognized as formal workers so have no access to social security and wages. Today economy is changing and everybody is moving to e-commerce as India’s 3000 crafts and millions of craftsmen in the art and craft have presented the country with a large opportunity for ‘Make in India’. Lace is an open work fabric consisting of a network of yarns formed into intricate designs. Lace is a delicate fabric made of yarn or thread in an open web like pattern, made by both hand and machine .During the centuries popularity of lace increased rapidly and the cottage industry of lace making spread from Europe to Asian countries. A large number of women makers and sellers today are opting for enterprises and follow e-tail sites to sell across a diverse range of Lace product besides health care, home furnishing, jewellery, handicrafts and fashion apparel. Minimum investments, ease of working from home, global reach and the empowerment that comes in from financial independence are the primary reasons with the emergence of online marketplace as the favorable platform for women entrepreneurs. India as growing nation should implement significant efforts to build recognizable development in the areas of marketing and women entrepreneurship.

**Keywords:** Indian National Economy, Women Empowerment, E-Commerce, Retailing Home Based Women’s work, Rural Artisan, Women Work Force, Self Help Groups, Co-operatives ,Lace Industry ,Women Entrepreneurship.

## **INTRODUCTION**

In India Home Based Women's work described as their reality in living conditions represented as a powerful experience for not just the women but also for the manufacturers and brands who were engaged in respective fields there are hundreds of thousands of women from poor, marginalized families who work for cash, stitching, embroidering and weaving at home to put the finishing touches to products that are sold globally, most of them are not recognized as formal workers so have no access to social security or fair wages. According to the Village and Small Scale Industries Committee Report (1955), popularly known as Karve Committee Report, since a substantial number of employed and underemployed belongs to the villages, setting up of small scale and village industries will provide employment to them in occupations in which they have been traditionally trained and for which they possess equipments. The committee realizes the necessity of introducing better techniques into a process of feminization of casual employment in the non-farm sector. Female workers (nearly 10 million) constituted 21.96 per cent of total employment in rural non-farm sectors and share of female employment was found comparatively higher (24.32 per cent) in establishment which hire workers than own-account establishments (18.59 per cent). Indian economy in recent times after 2000 growth rate reached 7.5% which was double the average income in the decard after 2011 ,India implemented more fundamental market reforms economic growth has been stated with expansion of services than other sectors that is being considered an effectual strategy for decentralization of economic activities to rural India and giving a reform to the migrating people to urban centers.

## **HOME BASED WOMEN'S WORK**

An overwhelming majority of the Indian women force works in the unorganized sector of which they constitute a major share though in the absence of security of employment and other forms of social justice the unorganized sector, poor women workers, become victims of the vagaries of the market system.

Hence it has been argued that there exists a complex and multi-dimensional relationship between the labour markets in the unorganized sector and poverty [Jhabvala,1999]. This relationship assumes further significance in the aftermath of the new economic policies. Taking cognizance of the relationship state and non-state agencies have made attempt to address the problem of vulnerability of women through interventions in the labour markets, the literature on various types of interventions in the labour markets provides an insight into the problem as well as highlights successful mechanisms for addressing it. Notable are the experiences of various micro level interventions in the unorganized labour market that have the pivotal theme of empowerment of women. The practice of organizing women workers in the informal economy has met with varying degrees of success the purpose, origin, size structure and modus operandi of such practices have varied state. Sponsored workers co-operatives exist alongside government - NGO collaborations forming associations and trade unions promoted by political parties and NGO the objectives of such formations include providing employment security and social security developing an integrated approach to poverty alleviation, empowerment of women and finding a mechanism for class consolidation based on their specific objectives co-operatives trade unions associations self-help group for saving and credit have emerged a general trend that is observed among such organizations has been the drift in focus form solely income and employment security driven activities to more comprehensive development focused approaches with the aim of organizing women for overall economic and political empowerment [Carr et al., 1996]. Amongst the various reasons that have contributed to this trend are low recognition of the limitations for organizing women without specific strategies and mechanisms of empowerment [Farrington et al., 1993]. These insights have received further substantiation from the vaste coverage on gender and development though it is established that economic and political empowerment are inextricable linked between each other experience of HDI i.e human development index. States

invalidated the causal relationship between improvement in economic status and political empowerment there by women's empowerment.

### **LACE INDUSTRY –NARSAPUR**

Recent trends in lace making run fashion world from high fashion houses to small street stores everyone is humping on the lace loving band associated with luxury those delicate fabric has shown surprising strength lately in creating and sustaining market. The history of the lace industry in and around Narsapur in the West Godavari District is closely linked to the history of colonial penetration into this area. Already before the Dutch, East India Company had opened a factory in Palakol and choose Narsapur as their port in the 17th century. Narsapur had been an important trading point, mainly for the export of excellent textiles produced by the spinners and weavers in the hinterland. Narsapur seems to have reached the zenith of its prosperity in the last quarter of the 17th century, under the English East India Company and they provide part-time employment to the poverty stricken women of this area. According to Maria Mies, The lace industry or rather the techniques of crocheting was introduced into this area by missionaries around 1860 The origin of the lace industry is closely connected with the history of the mission in the Godavari Delta. In 1837 George Bear and William Bowden came to Narsapur where they founded the Godavari Delta Mission. They settled down in the abandoned Dutch House near the Holland Wharf in Narsapur. Women seem to have been the first to learn the craft of lace making. There are two versions about its origins. One version has it that Irish Nuns' introduced the art of crocheting around 1860. According to another version, lace making was introduced in 1862 in this area by Mr. and Mrs. McCrae from Scotland who had joined the Godavari Delta Mission. On the other hand, during the famine years of 1877-78, lace making became a means by which the missionaries tried to help the poor women to earn their livelihood. In the early phase the missionaries gave thread to the women and taught them some patterns then they collected the finished goods and sent them as gift parcels to friends and dignitaries in Scotland, England and Ireland in order to collect donations from them for missionary work. Mrs. Cain had started lace work in Dummagudem of West Godavari District in 1882, lace making become a regular production process under the initiative of her. In 1900 the brothers Jonah and Joseph started exporting lace on regular commercial lines. They wanted to give work to the poor women, but at the same time they changed the production of lace from a non-profit activity aimed at solicitation donations and aid for the poor women into a value producing business. Messrs Jonah and Joseph organized the production of lace along the classical and putting-out system. The lace industry at Narsapur seems to have been a fairly stable business since Messrs Jonah and Josef stated to export lace. Later in 1908 K.Soma Raju started exporting lace regularly on purely commercial lines, which gave a great boost to the growth of lace export in West Godavari District. The lace business at Narsapur is a stable industry which produces lace-goods for the worldwide marketplace. Subsequently, the Crochet lace industry is one of the significant handicrafts with a highly artistic demand. In recent times, the Lace industry is one of the important handicrafts with a highly artistic appeal, providing fruitful employment to nearly 2 lakhs poor middle class women artisans of Godavari Delta at their homes. The exploitation of subsistence production of the lace workers of Narsapur, has enabled some men of the area to become capitalist manufactures engaged in export trade this integration of the labour of these women into a world system of capital accumulation has not will not transform them into free wage labourers. At the national level, the Indian heritage has been a conglomeration of numerous skills and crafts that have been followed for generations across the length and breadth of the country. Though most of these find their humble origins in the remote villages of India, these artistic skills are slowly finding their way into the economic mainstream and commercial marketing. But, by and large, these crafts have remained as home-based vocations and as such Lace may be hand or machine made, and intricate patterns can be produced by either technique or creative, both narrow and wide lace fabrics are available. The desing of the fabric may be straight or curved Lace is a decorative fabric used in apparel and home furnishings. Narrow laces are used for trims and

insertions, wide lace fabrics are used for curtains, table cloths, and garments they are made in different widths for different uses. For example, a narrow lace with a scalloped edge is used for trimming a baby's dress, a lace with slits or eye lets is so made that ribbon may be run through Handmade Lace or Real Lace, Bobbin Lace, Darned Lace Needle point Lace, Crocheted Lace and Tatting Lace or Knotted Lace models while Machine Made Lace are Leavers Lace, Nottingham Lace, Bobbin Lace, Raschel Lace, Ratiné Lace and Schiffli. Lace is an important trimming, for it is used for table cloths, curtains, handkerchiefs, dresses, and underwear. In identifying various kinds of lace, references may be made to their designs, these patterns are constructed of different parts, each having a particular designation, Bride or Reseau it is the fine yarn that forms the mesh which provides the sheer ground or background between the prominent parts of the pattern with intelligent design.

Lace available today almost each at different pattern of and fabric knitted by women at home based industry but one thing common to all is the value of the lace produced creates a great skill both in understanding the pattern and in knowing the time taken to create even a few inches of lace and the skill level required is more which elevates Lace to the level of a luxurious fabric, material used in Lace from early centuries featured gold and silk gold thread popular even today for the lace made of weight quality, cotton span, linen lace which stitching is adorable with beads intensively made among fine parts of fabric with technique for fancy. Lace can be made using the needle point or bobbin base material and this stitched style called swish of lace skirt floating down a luxury innerwear made of Lace with elegant look of feminine classic.

#### **WOMEN PARTICIPATION IN ECONOMY**

Women's participation in economic activities is increasing women enter into various entrepreneurial activities, they often face lack of access to credit and face lot of obstacles to establish and flourish their business. India is an economic powerhouse on the global stage it earned the tag of world's fastest growing major economy as in 2017 GDP growth above 7% p.a since 2011-12. Indian women however in the year 2017 was significant for another reason it was the year in which India's female labour force participation rates [FLFPR] fell to its lowest level since independence world bank report 2017 notes that India has amongst the lowest FLFPRs globally with minimum wage rate. Even today women in India spend up to 952 minutes per day on domestic work 577 percent more than men, Married women have lower LFPs Fletcher Pande and Moore 2017 and amongst rural women the largest declines in FLFPR over the 1993-2018 period are in the below 34-years childbearing age categories according to NSSO data the deep rooted segregation of gender specific activities further results in a lack of family support for women careers and prevents Indian women from participating in the workforce. Chaudhary and Verick [2014] 2 estimate that absolute increase in female employment between 1994 and 2010 largely took place in low growth sectors such as agriculture and handicrafts marked by low productivity and wages. Further they posit that if women had access to the same work opportunities as men the absolute increase female employment would have been up to three times higher during this period. Kapsos 2014 found that less than 19 percent of the new employment opportunities generated in India's 10 fastest growing occupations were taken up by women.

The term empowerment is widely used in the development literature to refer to a process by which marginalized groups recognize their powerlessness and address deprivation and discrimination in their individual capacities as well as through collective bargaining when it is applied to women as a group it implies the process by which women as a group confront and overcome subordination and discrimination in all spheres of life hence the theoretical engagements concerning women empowerment deal with causes of subordination on the one hand and the structural and attitudinal changes through conscientisation rights assertion and collective bargaining that can facilitate empowerment on the other in practice the causes of strategies adopted for empowerment.

## **CHANGING SENARIO WITH E-MARKETING**

Women are involed through media standing up to inspire gobal market ,when undstanding the value of home based work reach through out the world via tecnology something could benefit from analysing diffrently,then women can create multiplier effect to improve market for their product with team work, when small groups of thoughtful ,committed,citizens can change the economy so today while we empower women they move forward supporting ,acknowledging their invaluable contribution to use Electronic commerce which is a product of the latter half of the 1990s. The Internet migrated to public ownership during 1994, Netscape's IPO was in August 1995, Amazon.com's in May 1997, and IBM launched its "advertising campaign in 1997. Yet the technology of e-commerce was foreshadowed by a number of separate systems, both real and proposed, that helped to create fertile conditions for this seemingly sudden arrival. E-commerce has actually been around for 30 years or so, as the long-time users and providers of EDI that is the acronym for the quaintly named Electronic Data Interchange, a category label for a set of standards and services that has been enabling computer systems to talk to each other since the late 1960s. An EDI system allows computer systems to exchange standardized documents relating to transactions across dedicated communications networks. Documents representing purchase orders, invoices, and so on are encoded and transmitted between machines belonging to the trading partners, cutting out human handling. Reducing human intervention reduces handling costs in a business process that is generally repetitive and has few exceptions. An online entrepreneurship platform for women to start their own business from home with marketing, and branding of the home based work products made by women community in India still strong support for Home Based work needed to women entrepreneurs to contributing with supporting essentials at Hotels, Corporates and other Institutions.

## **WOMEN ENTERPERURNSHIP**

Women entrepreneurs are emerging as smart and dynamic entrepreneur they have proved to be on par with their Men counterparts in business acumen. Educated and skill trained women would never like to confine themselves within the boundaries of their house. They want equal rights, respect, and value from their male counterparts The performance of successful women entrepreneur working in socio economic sector is outstanding today economy is changing and everybody is moving to e-commerce as India's 3000 crafts and millions of craftsmen in the art and craft have presented the country with a large opportunity for 'Make in India'. A large number of women sellers today are opting for e-tail sites to sell across a diverse range of sectors such as health care, home furnishing, jewellery, handicrafts and fashion apparel, among others. Minimum investments, ease of working from home, global reach and the empowerment that comes in from financial independence are the primary reasons for the emergence of online marketplace as the favorable platform for women entrepreneurs Every Indian housewife is an entrepreneur in her true spirit their role as a manager of the house can be related to the basic management techniques used in the business world of a small enterprise A large number of women sellers today are opting for e-tail sites to sell across a diverse range of sectors such as health care, home furnishing, jewellery, handicrafts and fashion apparel, among others. Minimum investments, ease of working from home, global reach and the empowerment that comes in from financial independence are the primary reasons for the emergence of online marketplace as the favorable platform for women entrepreneurs. There has been significant progression in self-employment of women who are now starting up new ventures though internet. Indian women, however, still have a long way to go in order to achieve better position and equal rights because Indian society have deep-rooted traditions with male dominated sociological set up. Since, women are thought to be weaker sex, therefore, they are made to rely on men either inside of a family or outside, during their whole life. In Indian culture, men treat them as subordinates and they are only supposed to execute their decisions, in a typical family structure. Although, women represent half of the brainpower available on earth, even then, they remain the most underutilized and suppressed resource of the

world. Despite all such social problems, India is having a plethora of women's success stories. A change in Indian society's social fabric has increased women's aspirations for better lifestyle and educational status. They have managed to succeed in such tough and competitive patriarchal society with their perseverance, hard work and diligence. Women's persuasiveness, ability of learning quickly, open and free style of problem solving, ability to encourage people, ability to take chances, know the ways of winning and losing gracefully are the real strengths of women entrepreneurs in India. There are nearly a thousand definitions in literature describing entrepreneurship and business processes. The very earliest definitions of entrepreneurship that can be dated back to the eighteenth century deem it to be an economic term depicting it to be a process of taking the risk of purchasing goods at certain prices whereas selling them at uncertain prices.

## CONCLUSION

The business world of today is extremely competitive the home based work need to have an edge that makes them stand out from the crowd, something that makes them more appealing Lace making is one such skill with talent and creativity interesting to both the customer and the maker ,the buyers of the product are responsible for maximum profit earnings and export. The Central and State Governments have always been giving preferential treatment to rural artians women by encouraging, equipping and facilitating them to become entrepreneurs and ultimately engaging them in productive industrial sector for self-employment and generating additional employment in the state,otherwise the most visible forms of discrimination that threaten the general well being of women as individuals and livelihood issues that encumber them in performing their social roles are taken up for redressal this is deliberate to minimize resitance from the larger society and maximise acceptance from individuals as age old traditions and values that ascribe a subordinate position to women are deeply ingrained in the collective memory and through gendred socialisation it is ensured that individuals internalise this subordination hence practioners often consider structural changes and attitudinal hence the process of empowerment as by products theoretically this approach has been thrashed out for its merits and demerits along with alternatives. Women's participation in economic activities is increasing. When women enter into various entrepreneurial activities, they often face lack of access to credit and face lot of obstacles to establish and flourish their business. During the last three decades, the position of women has been developed as a result of industrial revolution, technical revolution and awareness. "To fail to pay attention to women's economic activities is both morally indefensible and economically absurd". A general definition of entrepreneur can be described as an individual or group of individuals, who creates something new, unites various factors of production, and bears risk in the operation of a business enterprise are to given a chance to survive their skill as Women in the workforce earning wages or a salary or profit as an up coming entrepreneurs are part of a modern phenomenon, but women have been challenged by inequality in the workforce. Entrepreneurship is assumed to be sex neutral hence, it encompassed women entrepreneurs without any reservations to take part in building Indian Economy for future generations.

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