

A STUDY ON THE SUSTAINABLE LIVELIHOOD OPPORTUNITIES FOR WOMEN

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ABSTRACT

The study on sustainable livelihood opportunities for women is an important area of research focused on identifying ways to promote economic growth and development for women while also ensuring the sustainability of natural resources and the environment. This study explores the challenges facing women in accessing sustainable livelihood opportunities, including gender-based discrimination and lack of access to resources such as land, credit, and education, and the impact of these challenges on their economic well-being and overall quality of life. The study also examines the potential benefits of promoting sustainable livelihood opportunities for women, including increased economic growth and development, improved health and education outcomes, and greater gender equality. It highlights successful examples of sustainable livelihood initiatives for women, such as microfinance programs, agricultural cooperatives, and eco-tourism ventures, and identifies key factors that contribute to their success.

KEYWORDS: *Sustainable, livelihood, Women*

INTRODUCTION:

Indian women tend to view themselves as solitary individuals, which impedes their ability to pursue higher education. Many changes were implemented in the post-independence era to facilitate women's access to education. But as a result, the situation for the lower and middle classes has not substantially improved. The majority of our nation's communities are still unsocialized and adhere to anti-women's empowerment customs. Even educated guys can be abusive to women. Women who engage in this activity have emotional and mental distress, which inhibits them from being empowered and from seizing possibilities for secure employment. Sustainability is the ability to meet the needs of the present without compromising those of future generations and to maintain a balance between environmental protection and economic progress.

REVIEW OF THE LITERATURE

Brush, De Bruin, and Welter (2018) A study on gender-aware framework for analysing and understanding the experiences and challenges faced by women entrepreneurs The authors argue that previous frameworks have failed to adequately consider the gendered nature of entrepreneurship, resulting in a lack of understanding of the unique challenges faced by women entrepreneurs. The proposed framework emphasizes the importance of understanding the social and cultural contexts in which women entrepreneurs operate, and the ways in which gender roles and expectations shape their experiences. The authors argue that the framework provides a useful tool for researchers, policymakers, and practitioners seeking to support and promote women's entrepreneurship.

Mita Sen and David Batten, (2014) Promoting Sustainable Livelihood Opportunities for Women in Rural India The article "Promoting Sustainable Livelihood Opportunities for Women in Rural India: A Case Study of a Self-Help Group" by Sen and Batten provides a literature review of the challenges and opportunities for promoting sustainable livelihoods for women in rural India. The authors argue that women in rural areas face multiple challenges to achieving sustainable livelihoods, including limited access to resources, social and cultural constraints, and gender-based discrimination. sustainable livelihood opportunities for women.

RESEARCH METHODOLOGY

OBJECTIVE:

GENERAL OBJECTIVES

To study the sustainable livelihood opportunities for women

SPECIFIC OBJECTIVES

- To study the demographic details of the respondents.
- To study best sustainable livelihood opportunities available for women.
- To analyse tailoring source for sustainable livelihood opportunity for women.
- To study sustainable livelihood opportunities which provide satisfactory income for women
- To study about tailoring provides sustainable livelihood
- To study about skill training that provides livelihood opportunities
- To study about challenges foresee in pursuing a tailoring course as a sustainable livelihood opportunities

RESEARCH DESIGN

The researcher will use the descriptive research design.

SELECTION OF SAMPLE

UNIVERSE OF STUDY:

Women in and around mambakkam who are looking for opportunities of sustainable livelihood.

SAMPLE SIZE:

The researcher will collect responses from 30 respondents

SAMPLING DESIGN:

The researcher will use the purposive sampling technique to collect the data.

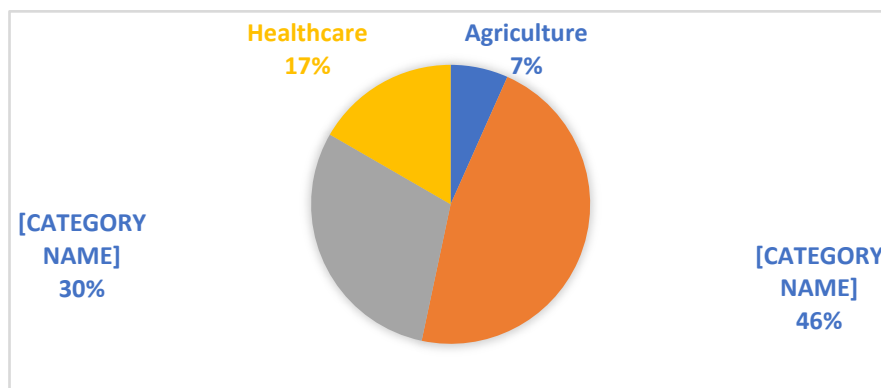
TOOL OF DATA COLLECTION:

The researcher will use the interview schedule as the tool for data collection.

DATA AND INTERPRETATION

TABLE: 1 Distribution of respondents based on best sustainable livelihood opportunities available for women

SNO	Particulars	RESPONSE	PERSENTAGE
1	Agriculture	2	67
2	Education	9	30
3	Entrepreneurship	14	47
4	Healthcare	5	17
	TOTAL	30	100

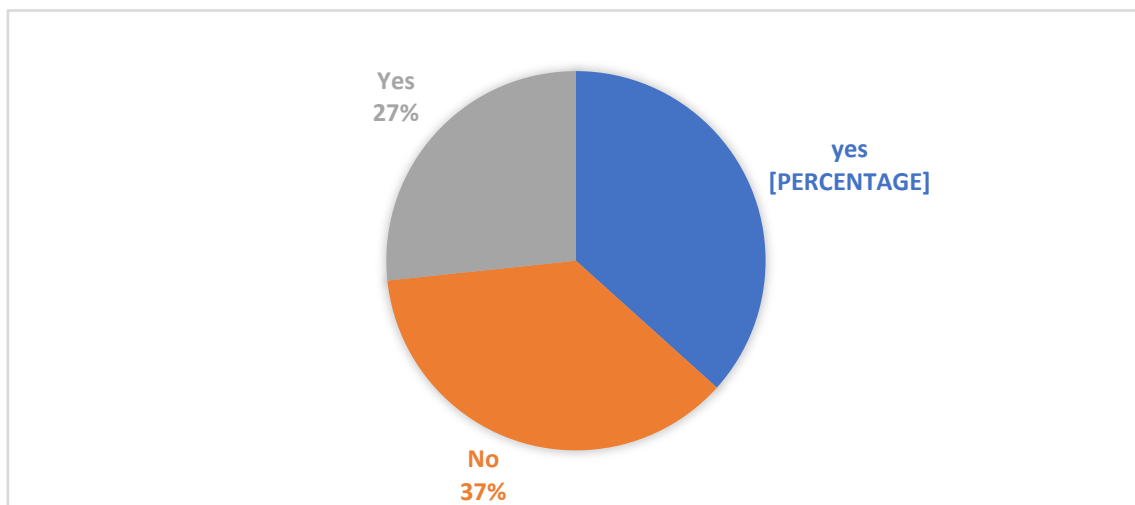


INTERPRETATION

The above table shows, 46 per cent of the respondents prefer entrepreneurship as the best way for sustainable livelihood, 30 per cent of the respondents prefer education as a sustainable livelihood industry, and only 7 per cent prefer the agriculture and 17 per cent for healthcare industry.

TABLE:2 Distribution of respondents based on sustainable livelihood opportunities provide satisfactory income.

SNO	PARTICULARS	RESPONSE	PERSENTAGE
1	Maybe	8	27
2	No	11	37
3	Yes	11	37
	TOTAL	30	100

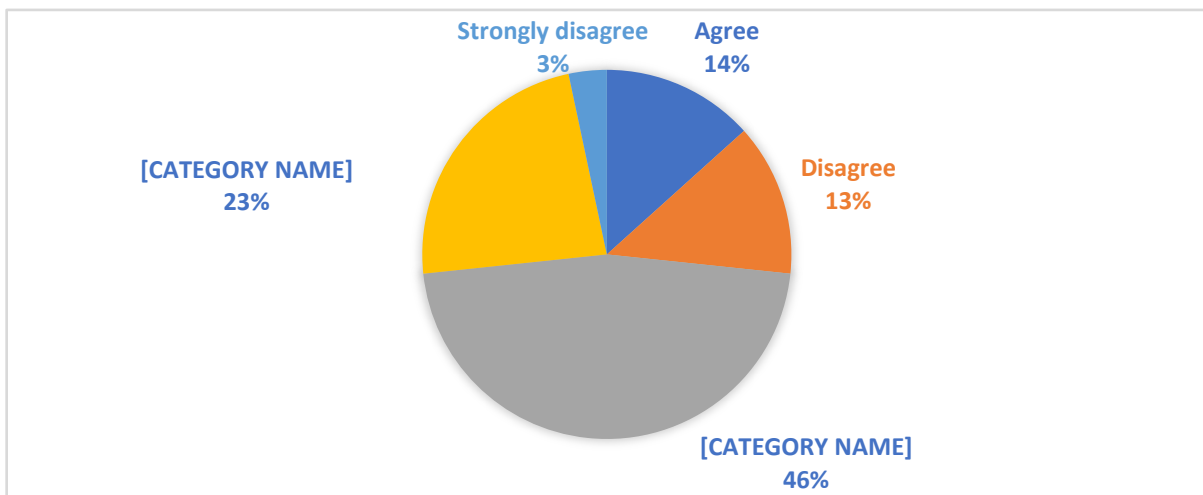


INTERPRETATION

This table, 37 per cent of the respondents prefers sustainable livelihood opportunities provide satisfactory income, 37 per cent of the respondents are stands no, and only 27 per cent of them are respondent mate

SNO	PARTICULARS	RESPONSE	PERSENTAGE
1	Agree	4	13
2	Disagree	4	13
3	Neutral	7	23
4	Strongly agree	14	47
5	Strongly disagree	1	33
	TOTAL	30	100

TABLE: 3 Distribution of respondents based on tailoring provides sustainable livelihood

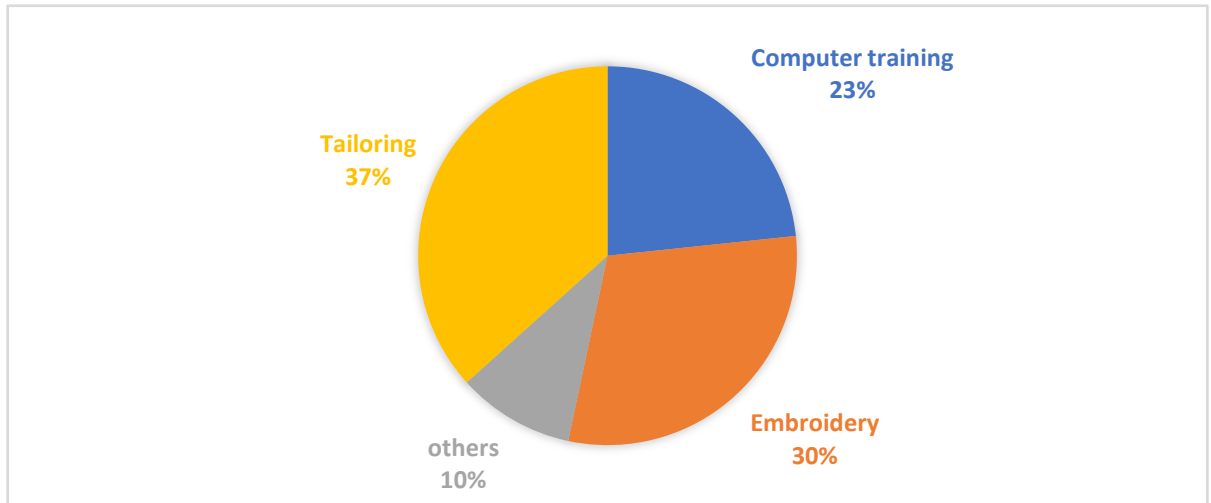


INTERPRETATION:

The above table, 46 per cent of the respondents strongly agreed that tailoring provides sustainable livelihood, 3 per cent of the respondents agreed for the statement, and 23 per cent of the respondents stands neutral, and only 13 per cent of the respondents disagreed to the statement

TABLE: 4 Distribution of respondents based on skill training that provides livelihood opportunities

SNO	PARTICULARS	RESPONSE	PERSENTAGE
1	Computer training	7	23
2	Embroidery	9	30
3	others	3	10
4	Tailoring	11	37
	TOTAL	30	100

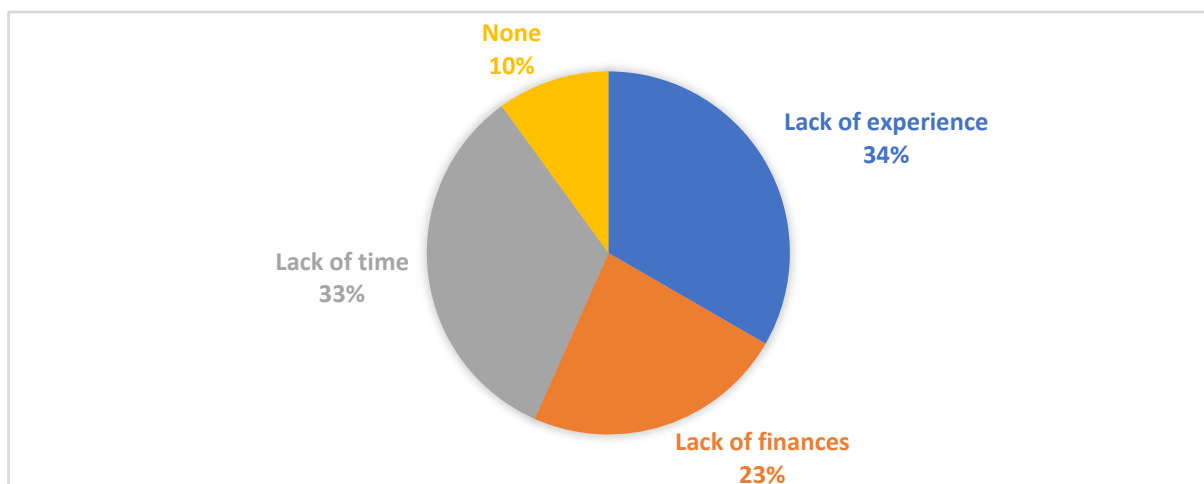


INTERPRETATION:

The above table, 37 per cent of the respondents prefers tailoring as a most common vocational skill training that provides livelihood opportunities, 23 per cent of the respondents prefers computer training, only 30 per cent of the respondents embroidery and 10 per cent others.

TABLE: 5 Distribution of respondents based on challenges foresee in pursuing a tailoring course as a sustainable livelihood opportunity

SNO	PARTICULARS	RESPONSE	PERSENTAGE
1	Lack of experience	10	33
2	Lack of finances	7	23
3	Lack of time	10	33
4	None	3	10
	TOTAL	30	100



INTERPRETATION

From the above table, 23 per cent of the respondents feels that lack of finance is challenging foresee on pursuing tailoring course as a sustainable livelihood opportunity, 33 per cent of the respondents feels lack of time, 10 per cent of the respondents stands none of the options, 34 per cent of the respondents feels lack of finances.

FINDINGS

- Less than two third of the respondents prefer entrepreneurship as a best common sustainable livelihood opportunity available for women (Table 1).
- More than one third of respondents them felt that sustainable livelihood provides satisfactory income (Table 2).
- Half of the respondents strongly agreed that tailoring provides sustainable livelihood (Table 3).
- More than one third of respondents based on skill training that provides livelihood opportunities(Table 4)
- More than one fourth of the respondents feels that lack of finance is challenging foresee on pursuing tailoring course as a sustainable livelihood opportunity (Table 5).

SUGGESTIONS

Suggestions aid in evaluation, which gives the study more depth. The recommendations are based on the researcher's opinions and impressions, which Family Life Institute responses. If implemented correctly at sustainable livelihood opportunities, the recommendations will be much more useful. For research students: Research students could conduct a study on the current status of women's livelihood.

CONCLUSION

In today's dynamic world, the promotion of sustainable livelihood opportunities for women is essential for social and economic development. Investing in women's economic empowerment is a step towards their overall development, leading to a better quality of life for themselves, their families, and communities. With the expansion of knowledge and policy interventions, women can achieve greater economic opportunity, resulting in more inclusive and sustainable economic growth. Therefore, it requires a multidimensional approach that addresses the root causes, technical and structural barriers, and social norms that impede women's economic participation. The tailoring

business can provide sustainable livelihood opportunities for women, especially in developing countries where there is a high demand for clothing and a shortage of skilled tailors. Starting a tailoring business can provide women with a flexible work schedule, the ability to work from home, and the opportunity to earn a steady income. However, there are several challenges that women may face when starting a tailoring business, such as limited access to capital, lack of funding, training, mentorship and limited market access. To overcome these challenges, women may need support in the form of training and finance, access to credit and financial services, and assistance with marketing and networking. To make a tailoring business more sustainable.

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