



MURTY'S YELLAMMA: WOMAN WITH A MIND AN IDEAL FOR ENTREPRENEURSHIP DEVELOPMENT OF RURAL WOMAN THROUGH BELIEF IN SELF

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ABSTRACT:

Entrepreneurship plays a prominent part in creating an employment opportunity for rural communities, providing self-employment for those who have started-up a business of their own and enhancing the economic status of the rural sector as well. Today, women are also interested establishing their own business as professionally both in the urban and rural areas to defeat poverty, generate family income and to better the Standard of living. Belief in self boosts the business-smaller or bigger. Mostly, due to the male dominance, women whether they are rural or urban lack self-confidence. Building self confidence is a key to success of any new business. Yellamma in Sudha Murty's story 'Woman with a Mind' is an icon of self-confidence. The present paper tries to analyze the story with this perspective.

Key words: Indian Women, Entrepreneurship Development, Belief In Self, Women's Autonomy, Empowerment

Introduction:

Entrepreneurship development and income generating activities are a feasible solution for empowering women who leads to economic independence, the opportunity to have control over their lives, self-reliance, self-determination, and a way to achieve for themselves. The entrepreneurship of women is an effective tool to the economic development and empowerment of women. This is a process which enables individuals or groups to alter balances of power in socio-economic and political relations in society. In the beginning when Yellamma comes to her husband's house after marriage, no one cared about her opinions about the farming or which crop should be taken in the field. However, at the end her words are not only respected but followed as it added to the family income.

Objectives of the Study:

- To know the role of self-confidence in empowering women.
- To know about the state of rural women in entrepreneurship development.
- To know the advantages women's experiences in expansion of business
- To know the importance of entrepreneurship development in women empowerment.

Thus, the empowerment process helps the rural woman to change the socio-cultural and political relations in family. This is a process by which women gain greater control over

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resources (income, knowledge, information, technology, skill and training), decision making process, improve the self-image of women, to become active participants in the process of change and to develop the skills to assert themselves. To define "Women Entrepreneur" it is a person who accepts challenging role to meet her personal needs and become economically independent. Yellamma, though there is an opposition from her own family members she meets all the challenges, experiments with her own experiences in a small piece of land and helps her family do better in farming and earn more money, so she is a rural woman entrepreneur who is successful only due to her self confidence.

In the simplest sense, Yellamma a woman entrepreneur proves her worth. After all woman entrepreneur is a woman who takes the lead and organizes the business or industry or anything which yields profit respectably and provide employment to others. Therefore, Entrepreneurship development among rural women helps to augment their personal capabilities and increase decision making status in the family and society as a whole. When Murty asks her why she should rush to home as her husband could make the decisions regarding the crops, she answers,

"But still I must go because I have to take an important decision today. I have to sow seeds ideal for the next three months."

(Murty 129)

It is true that Empowerment should be extremely encouraged so that women can exercise a level of autonomy. Yellamma enjoys such kind of autonomy. However, it was not an easy journey for her. She has to struggle against her strong and adamant in-laws to make them accept her decisions and opinions in farming. It is a kind of 'self-empowerment' that Yellamma has earned. She plays a key and vital role in increase her family income. She tells her experiences in the beginning,

"Initially,, when I gave my opinions, everyone used to laugh at me."

(Murty 129)

But she didn't fall prey to their negative attitude instead she strived hard to make them listen to her and respect her. She opts the policy of 'learning by doing and earning' and it lead to her empowerment. She becomes an example to the other rural to be involved in self-employment. Self-employment in agriculture, village and small industries and retail trade and services should be expanded; it could be done only after the intiation of woman herself as there will be the biggest opposition from her family itself. Yellamma is an example how an illiterate woman can struggle and stand apart and earn not only money but respect from family and society at large. Therefore, self-employment is also conducive to the development of individual initiative and entrepreneurial talent and offers greater personal freedom, which women like Yellamma enjoy.

The added advantage is that the institution of family remains undisturbed. Self-confidence in rural area can help to empower women in rural areas. This not only enhances national productivity, generates employment but also helps to develop economic independence,



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personal and social capabilities among rural women. Following are some of the personal and social capabilities, which could be developed as result of taking up enterprise among rural women:

- Economic freedom
- Improved standard of living
- Enhance awareness
- Sense of achievement
- Increased social interaction
- Engaged in political activities
- Increased participation in social meetings
- Development in leadership qualities
- Involvement in solving problems related to women and community
- Decision making capacity in family and community

All the above qualities could be found in the personality of Yellamma. She says to murty,

“I realized, however, that unless I become assertive they (her family) would not give men any chance to make decisions. Without making decisions I would not gain experience.”

(Murty 129)

This positive thinking and belief in her Self proves her to be a leader. She as a rural woman has an advantage of having basic indigenous knowledge, skill, potential and resources to establish and manage enterprise and bring her experiments to reality and use her experiences to earn money by excellent crop management. Therefore promoting entrepreneurship through self confidence helps incorporating women into the overall economic development process and enables eradicating the rural poverty in developing economies to a larger extent. Yellamma tells Murty about her initiation in farming,

“So I started sowing vegetables in one corner of the garden. Neither my mother-in-law nor my husband knew the place and I experimented. The first few times, they failed, but didn't give up. Eventually I learnt which vegetables grew in which season. Today they respect my ideas and ask me to decide.”

(Murty 129)

Finally, one can say that there is failure also which leads to success if one believes in the self and does persistent performance. Thus, economic empowerment of rural women through self belief leads to the empowerment of women in so many things such as socio-economics opportunity, political participation and representation, social equality, personal right, family development, market development, community development, societal development, state development and at last development of the nation. Murty's another character, though from an urban background puts it exactly.

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"I realized that I had to make my own decisions, otherwise I would remain forever slave to my mother-in-law. I decided that I must become economically independent... The one thing I knew was stitching garments. So, I started stitching at home."

(Murty 80)

She continues providing a key to the entrepreneurship development:

"Once I was successful with garments, I diversified to home products... I always consider customer as God. Work for the customer's satisfaction, not for your satisfaction-that principle pays. Life is a great teacher. I learnt everything by experience. By learning something from each of my mistakes, I learnt not to repeat them."

(Murty 81)

Conclusions:

It can be said that today we are in a better position wherein women participation in the field of entrepreneurship is increasing at a substantial rate, efforts are being taken at the economy as well as global level to enhance woman's involvement in the enterprise sector. At present women have broken the monopoly of men and proved that they are not inferior to men. By the example of Yellamma, Murty depicts an ideal image of a successful entrepreneur, who gains autonomy, respect and earns money through the self confidence and the attitude of experiments. The study concludes that there was an increase in self-confidence, self-reliance and independence of rural women due to the involvement in the entrepreneurial and other activities. Now women entrepreneurs are aware of opportunities accessible to them, but there is scope for progress in it. The economic status of the women is now accepted as an indicator of a society's stage of development and therefore it becomes very important for the government to frame policies for development of entrepreneurship among women.

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