

## **Women Education in India - A Study**

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### **Structured Abstract:**

**Purpose:** Present study shows the status of Women education in India. Different advertisement campaigns have been done for promoting of Women education in India. Government has initiated different schemes for promoting Women education India. Different social and economical factors have been discussed in this study for barriers of Women Education.

**Methodology:** The entire study is both exploratory and empirical in nature. A questionnaire comprising of 20 questions from perception of 50 female students from different educational institutions is taken.

**Findings:** Government should make proper awareness among the female Students that more Students come up in education. Female literacy rate has been increasing over the years 2004-05 to 2013-14 which is a good sign for girl child education in India. Social hindrance should be kept outside from the mind of girl child from their education.

**Originality / Value:** This research paper is based on social aspect showing the status of Women education in India.

**Keywords:** Women Education, Female Literacy Rate, Social Hindrance, Advertisement campaign, Government Initiatives.

**Paper Type:** Research Paper.

### **Introduction**

Women education in India is still an emerging issue of discussion. The world average female literacy rate is 79.7%, while in India the average rate is 65.46%. Women education in India has been a major preoccupation of both the government and civil society as educated women can play a very important role in the development of the country. Moreover, women not just play an important role at home, but they also play a very significant role in the society she lives in. In India, there are so many factors which are responsible for Women education like

male dominance in society, early marriage and traditional thoughts of the society. State Govt. and Central Govt. do not have sufficient fund for empowering women through education. Present study shows different advertisement campaigns for promoting of Women education in India. The Study also highlights different Govt. initiatives for promoting Women education India. Different social and economical factors have been discussed in this study for barriers of Women Education.

### **Literature Review**

According to National Commission for Protection of child Rights (NCPCR report 2017), echoes worries that around 39.4 percent of adolescent girls in the 15-18 age group are not attending any educational institution, and a huge majority – almost 65 percent – of them are “either tied up in household activities, are dependents (married), poverty, lack of safety in schools, lower expectations of girl’s education and traditional gender norms.

Recently released 2018 Annual Status of Education Report (ASER), shows that the proportion of girls in the 11 to 14 age group who were out of school fell to 4.1 percent from 10.3 percent in 2006, which is a positive trend but more proactive and comprehensive policies are required to ensure that the decline happens at a much faster pace

In 2010, Afridi in his article viewed that increasing father’s and mother’s education increases the educational attainment of daughters, more than that of son’s but rising mother’s education is associated with significantly greater reduction of difference in attainment between sons and daughters.

According to Dr. Prameela Margaret whose article was published on December 2017, mentioned in her article the enrolment and retention of the girl child in formal and non-formal schooling. She mentioned in her article the ‘Black board scheme’ under which at least 50% of the teachers recruited should be women and 90% assistance is given for centers exclusively for girls. This was the scheme for strengthening of boarding and hostel facilities for girl students of secondary and higher secondary schools with the objective of boosting retention of girls.

Dr. S. Kanchana Ratnam, professor of Presidency College and Illakiya K, Ph.D. Research Scholar in their journal published in 2018 on ‘Analysis of women education in India and its impact’ aimed to study the development of women’s education in India and its impact. This

journal highlighted the point that due to lack of education, women for over thousand years have been marginalized and was silent and invisible in the public arena. Since female literacy is highly correlated with the health status of the population, lack of women education resulted in the increased infant mortality, maternal mortality, birth rate, death rate and decreased life expectancy at birth. In this journal it is also mentioned that increasing trends of female literacy over the decades resulted in the improved health status, higher Gross Enrolment Ratio and lower drop-out rates of girls at school.

### **Research Gap**

After analyzing the past studies, it is found that Advertisement campaigns relating to Women education is not highlighted. So this needs to highlight. Past studies did not show the various Government assistance both at Central as well as State level for promoting Women education in India. Past studies didn't mention various factors responsible for barriers of Women education in India. This issues need to discussed elaborately.

### **Research Question**

1. Does Advertisements campaign promote brands for providing financial assistance to Women Education in India?
2. Have State Government and Central Government taken any initiatives for empowering Women Education in India?
3. What are the factors responsible for barriers of Women Education in India?
4. What is the status of Female Literacy rate in India?

### **Objectives of the Study**

- a. To show the importance of women education in India.
- b. To highlight the advertisement campaigns that promotes brands for providing financial assistance to women Education in India.
- c. To show the initiatives taken by the Central and State Government for empowering women education in India.
- d. To analyze the perception of Students of select Educational Institutions regarding factors for barriers of women Education in India.
- e. To show the female literacy rate over the years 2004-05 to 2013-14.

### **Limitations of the Study**

The study has covered small sample size with restricted areas. The respondents were conscious to give answers. Moreover, the study could not undertake different state wise comparative study on Women Education in India.

### **Research Methodology**

The entire study is both exploratory and empirical in nature. Data has been collected both from primary and secondary source. Secondary data has been collected from research journals, reports and Government websites. As far as primary data is concerned, a questionnaire is formed comprising of 20 questions from individual perception of 50 female students which is based on simple random sampling regarding questions relating to different factors for barriers of Women Education in India from class V to post graduation who belong to different educational institutions in Hooghly District i.e., Bandel Vidyamandir High School, Bandel Blooming buds, Hooghly Women's College and Hooghly Mohsin College has been taken. Tabular data has been shown to analyze the advertisement campaign for providing fund for assistance to Women Education, Central Govt. and State Govt. initiatives and female Literacy rate.

### **Data Analysis, Presentation and Findings**

#### **i. To show the importance of women education in India**

The importance of women education is briefly summarized below:

- a. **Economic development and prosperity:** Education will empower women to come forward and contribute towards the development and prosperity of the country.
- b. **Improved life:** Education helps women to live a good life. Her identity as an individual would never get lost. Her rights would not get trodden down.
- c. **Improved health:** Educated girls and women are aware of the importance of health and hygiene. Through education, they are empowered to lead a healthy life-style.
- d. **Dignity and honor:** Educated women are now looked upon with dignity and honor. They become a source of inspiration for millions of young girls who make them their role-models.

e. **Alleviate poverty:** Women education is a pre-requisite to alleviate poverty. Women need to take equal burden of the massive task of eliminating poverty. This could demand massive contribution from educated women.

**ii. To highlight the advertisement campaigns that promotes brands for providing financial assistance relating to women education in India**

Different advertisement campaigns are done by celebrities for promoting brands for financial assistance relating to women education in India. These are as follows;

In Table 1, an analysis has been made that for the betterment of women education in India, advertisement campaigns have been playing a vital role. Brand naming Nihar Shanti Amla hair oil whose brand ambassador is Bollywood actress 'Vidya Balan' has come up with two initiatives i.e., 'Dikho Khubsurat Karo Khubsurat' and 'Chhote Kadam Pragati Ki Aur' which contributes a part of their profit or sale proceeds on the betterment of women education in India. Similarly, another very well-known brand Fair and Lovely started their Career Foundation which provides selected girl students with a scholarship amount to help them pursue their higher education and build up a better career for themselves. Another Indian brand Oriflame whose brand ambassador is Bollywood actress Kalki Koechlin successfully came up with two schemes where they provide necessary financial benefit to girl children which help them in the path of education. Another oldest and famous brand in India Nestle started their 'Educate the girl Child', Nanhi kali Project where they reached out to 1,00,000 beneficiaries in the light of women education. These schemes actually help in women education for empowering women.

**iii. To show the initiatives taken by the Central and State Government for empowering women education in India**

For empowering Women education Government assistance is important. In this section, we are highlighting different Central and state government initiatives for backing Women education.

From Table 2, it is find that Central and State Government have emerged with more beneficiary initiatives for empowering and strengthening the concept of women education in India. One of the most trending initiative 'Beti Bachao Beti Padhao Yojana' launched by the Government of India contributed Rs. 24.54 cr in the year 2015-16, Rs. 26.79 cr in

the year 2016-17, Rs. 135.71 cr in the year 2017-18 and Rs. 155.71 cr in the year 2018-19. This shows that the annual budget of the government of India towards women education have increased over the years which highlights the active participation of Indian Government towards providing women with a secured future and better education. Another popular initiative ‘Sukanya Samridhi Yojana’ launched in Jan 2015 by the Government of India came up with an annual budget of Rs. 19,183 cr over the years 2015-2019. This initiative covered 76,19,668 girl children who were provided with financial benefits under this initiative. Another popular State Government initiative ‘West Bengal Kanyashree Prakalpa’ established on 8 March 2013 by the Government of West Bengal have contributed more than Rs. 5600 cr towards facilitating women education in West Bengal where more than 50 Lakh girls of West Bengal have been empowered. Similarly, Mazi Kanya Bhagyashree initiative launched by the Government of Maharashtra. In this initiative the Maharashtra government contributed Rs. 20 cr in 2017-18 whereas Rs. 14 cr in 2018-19, which shows the decrease of Rs. 6 cr in the annual budget of Maharashtra Government towards women education.

**iv. To analyze the perception of Students of select Educational Institutions regarding factors for barriers of women education in India**

In this section, we are to show the perception of respond students varying from class V to post graduation of select Educational institutions regarding the factors for barriers of women education in India. These educational institutions are Bandel Vidyamandir High School, Bandel Blooming buds, Hooghly Women’s College and Hooghly Mohsin College. A questionnaire carrying 20 questions from 50 respond students of each of 4 educational institutions has been framed.

Table 3 exhibits the perception of 50 Students from 4 Educational institutions namely Hooghly Mohsin College, Hooghly Womens’ College, Hooghly Bandel Vidya Mandir High school and Blooming Buds High School regarding factors for barriers of Women education in India. It is found that out of 13 Students from Bandel Vidya Mandir high school, 13 Students give their consent that entire 28 drop out Students are because of Young Marriage of the female Students, 2 Students give against parent’s poverty, 2 Students say against more emphasis to male education, 13 students nod against social hindrance and only 1 Students says for lack of financial assistant by the Government. Moreover in case of Blooming Buds School, it is shown that out of 18 respond Students,

15 Students say that 28 drop out students are because of Yong marriage, 6 students say against parent's poverty, 6 Students say against more emphasis to Male education, 10 Students say against social hindrance and 13 Students say against lack of financial assistance by Government. In case of Hooghly Mohsin College, we have selected 8 respond Students and no. of drop out is 22. 6 Students say against young marriage, 5 students say against parent's poverty, 5 Students say against more emphasis to male education, 7 students say against social hindrance and 6 Students say against lack of financial assistance by government. Lastly, Hooghly Women's College comprises of 11 respond students and no. of drop out is 32. 10 Students say against young marriage, 5 Students say against parent's poverty, 9 Students say against more emphasis to male education, 9 students say against social hindrance and 6 students say against lack of financial assistance by Government.

**v. To show the female literacy rate over the years 2004-05 to 2013-14**

In this section, we have shown the female literacy rate over the years 2004-05 to 2013-14 in India.

In Table 5, it has been seen that female literacy rate in India over the years 2004-05 to 2013-14 is increasing. It is a positive sign that female Students are been able to overcome in the exam. They are at par with the male Students. It signifies that Women education in India has been flourished over the years in spite of having social and economical constraints.

**Conclusion**

Women education is an important part of Women empowerment. So this study is solely based on Women education and the factors responsible for barriers of Women education in India. Different advertisement campaigns have taken place for promoting of Women education in India. Central Government along with State Governments have come together to assist financially to backward Students through the implementation of different schemes. Female literacy rate in India has been increasing convincingly over the years 2004-05 to 2013-14.e over a decade. But Women education in India is still now facing a lot of social and economical obstacles like the possibility of having early marriage in many poor families, parent's poverty, and more emphasis to male education over female, social hindrance and lack of financial assistance by Government. So this problems need to sort out by giving

awareness at micro and macro level to the female Students. Government should invest more allocation of funds in the budget for improving the status of Women education in India. Parents should change their attitude to give proper education to their girl child.

### **Policy Suggestions**

- Both State Government and Central Government must take proper initiatives by making more investments for empowerment of Women through education.
- Traditional thinking of male dominance in the society should be kept aside for Women Education in all the under developed states in India.
- Primary level women education should be upgraded for higher education and nation building.

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**LIST OF TABLES**

**Table 1**

**Advertisement Campaigns for Promoting Women Education in India**

Brand name	Brand ambassador	Percentage / Annual amount of Money contributed for women Education	No. of Women benefited
Nihar Shanti Amla Hair Oil “Dikho Khubsurat Karo Khubsurat”	Vidya Balan (Bollywood actress)	The brand contributes 5% of its profit towards women education.	Motivated 128 female children to stay in school, re-enrolling 31 drop outs back into school, upgrading the infrastructure of the middle school.
Nihar Shanti Amla Hair Oil “Chhote Kadam Pragati ki Aur”	Vidya Balan (Bollywood actress)	The brand contributes 2% of all proceeds from sale of the Product.	The brand Supported 19 projects across 10 states giving 36,058 female children the opportunity for education.
Fair and Lovely career Foundation	Yami Gautam (Bollywood actress)	The brand provides each selected girl Students with a Scholarship amounts to Rs.25,000 to Rs.50,000.	a) In 2003, hundred girl Students received scholarship benefits. b) In 2018, 55 girl students received Fair and Lovely Foundation Scholarship.
Oriflame India	Kalki Koechlin (Bollywood Actress)	The brand contributes money under two schemes:- a) Deepalaya scheme- 4 crores. b) Hand in hand scheme-30 crores.	Under Deepalaya scheme Oriflame sponsored education of 1000 girls.
Nestle ‘Educate the girl child’	Disha Patani (Bollywood Actress)	The brand conceptualized 10 crore packs of the three food and beverage Brands which will carry the ‘Educate the girl child’, Nanhi Kali project.	Project ‘Nanhi kali’ reached out to 1,00,000 beneficiaries.

**Source:** <https://www.fairandlovelyfoundation.in>, <https://www.adgully.com>,  
<https://www.careerindia.com>.

**Table 2**

**Different Central and State Government Initiatives for Promoting Women Education in India**

Name of the Initiative	Fund provided by	Invested fund for the Initiatives	No. of women benefited
Beti Bachao Beti Padhao Yojana.	Government of India.	2015-16=24.54cr 2016-17=29.79cr 2017-18=135.71cr 2018-19=155.71cr	Women around 640 districts in India were benefited with this initiative.
Sukanya Samridhi Yojana	Government of India	2015-19=19,183cr	76,19,668 girl children got Rs.28.38 billion deposited in their name.
West Bengal Kanyashree Prakalpa	Government of West Bengal	Rs.5600+crores	More than 50 lakh girls of West Bengal have been empowered.
Mazi Kanya Bhagyashree Scheme	Government of Maharashtra	2017-18=20cr 2018-19=14cr	10 Lakh Women are benefited.

**Source:** Ministry of Women and Child Development, Government of India. Ministry of Women and Child Development, Govt. of Maharashtra and West Bengal.

**Table 3**

**Perception of Students of select Educational Institutions regarding factors for Barriers of Women Education**

Institution Name	Drop out candidate	Students' Perception regarding Factors for Barriers of Women education					No. of respond Students
		Young Marriage	Parent's poverty	More Emphasis to Male education	Social Hindrance	Lack of Financial Assistance by Government	
Bandel Vidya Mandir High School	50	13	2	2	13	1	13
Blooming Buds School	28	15	6	6	10	13	18
Hooghly Mohsin College	22	6	5	5	7	6	8
Hooghly Women's college	32	10	5	9	9	6	11
Total	132	44	18	22	39	26	50

**Source:** Authors complied.

**Table 4**

**Female Literacy Rate in India over the years 2004-05 to 2013-14**

Year	Middle Classes Literacy Rate (%)	Higher Secondary Classes Literacy Rate (%)
2004-05	65.13	35.03
2005-06	66.41	35.80
2006-07	69.60	39.80
2007-08	74.40	49.40
2008-09	76.60	49.80
2009-2010	79	46.10
2010-11	82.90	48.50
2011-12	81.40	97.90
2012-13	86.90	96.60
2013-14	90.60	96.90

**Source:** Educational Statistics at a glance 2014