

**KUDUMBASHREE JANAKEYYA HOTEL FOSTERING WOMEN'S
EMPOWERMENT AND CONTRIBUTE TO THE LOCAL ECONOMY IN
ALAPPUZHA DISTRICT**

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Requirements for the Masters of Arts Degree Examination in Sociology

Submitted By

MAHALAKSHMI S HARI

Exam Code: 56018401

Candidate Code: 56021115017

Under the supervision of

S. C. Andrew Michael

Assistant Professor, Department of Sociology



Loyola College of Social Sciences

Thiruvananthapuram, Kerala. 695017

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CERTIFICATE OF APPROVAL

This is to certify that the dissertation entitled “**KUDUMBASHREE JANAKEYYA HOTEL FOSTERING WOMEN’S EMPOWERMENT AND CONTRIBUTE TO THE LOCAL ECONOMY IN ALAPPUZHA DISTRICT**” is a record of genuine work done by **MAHALAKSHMI S HARI** a fourth semester, Master of Sociology student of this college under my supervision and guidance and that is hereby approved for submission.

S. C. Andrew Michael

Research Supervisor

Department of Sociology

Loyola College of Social Sciences

Sreekariyam, Thiruvananthapuram.

Recommended for forwarding to the University of Kerala

Dr. Nisha Jolly Nelson

Head, Department of Sociology,

Loyola College of Social Sciences,

Sreekariyam, Thiruvananthapuram.

Forwarded to the University of Kerala

Dr. Saji P Jacob,

Principal,

Loyola College of Social Sciences,

Sreekariyam, Thiruvananthapuram.

DECLARATION

I, **Mahalakshmi S Hari** hereby declare that the dissertation titled “**KUDUMBASHREE JANAKEYYA HOTEL FOSTERING WOMEN’S EMPOWERMENT AND CONTRIBUTE TO THE LOCAL ECONOMY IN ALAPPUZHA DISTRICT**” is based on the original work carried out by me and submitted to the University of Kerala during the year 2021-2023 towards partial fulfilment of the requirements for the Master of Sociology Degree Examination. It has not been submitted for the award of any degree, diploma, fellowship or other similar title of recognition before.

Place: Thiruvananthapuram

Mahalakshmi S Hari

Date:

Student Researcher

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ABSTRACT

The study focuses on assessing the impact of Kudumbashree Janakeeya hotels on women empowerment and the local economy in Alappuzha district, Kerala, India. The primary objective of the study is to explore how effective the Kudumbashree Janakeeya Hotel initiative has been in promoting women's empowerment and economic growth at the local level. To achieve this, the study adopted a qualitative case study methodology. The researchers collected data from Kudumbashree Janakeeya hotels located in different Panchayaths of Alappuzha district, namely Bharanikavu Panchayath, Chettikulanagara Panchayath, Thazhakkara Panchayath, and Krishnapuram Panchayath. The data was gathered through unstructured interviews with the members of Janakeeya hotels. The findings of the study highlighted the positive impact of the Kudumbashree Janakeeya Hotel initiative on both women's empowerment and the local economy in Alappuzha district. The initiative has contributed to strengthening women's rights and promoting entrepreneurship, thereby empowering women. Additionally, it has also played a significant role in the economic development of the local community. The study also aimed to identify the challenges and opportunities faced by women participating in the Kudumbashree Janakeeya Hotel project. By understanding these challenges, the initiative can make improvements to ensure its sustainability in the long term. Kudumbashree Janakeeya Hotel is a notable initiative that combines women's empowerment and local economic development through entrepreneurship. Its positive impact on women's rights and the local economy in Alappuzha district demonstrates the potential for similar initiatives to drive positive change in other regions.

CHAPTER- 1

INTRODUCTION

1.1. INTRODUCTION

The status of women in India is complex and multifaceted, influenced by a combination of cultural, social, economic, and political factors. While progress has been made in certain areas, challenges and disparities still persist. Traditional gender norms and societal expectations can limit women's choices and opportunities. Practices such as child marriage and female genital mutilation (FGM) persist in some regions. Women empowerment and development has been the major concern since. Therefore, a number of development programs have been initiated at different times at different levels. Various government and non-governmental organizations are working to empower women through initiatives like self-help groups, skill development programs, and entrepreneurship training. It's important to note that progress is being made in many areas, and Indian women have achieved remarkable successes in various fields, breaking barriers and shattering stereotypes. However, achieving full gender equality requires ongoing efforts across all levels of society, from policy changes to cultural shifts, to ensure that women can participate fully and equally in all aspects of Indian society.

Kudumbashree is a women-oriented community-based poverty reduction and women empowerment program implemented in the state of Kerala, India. It was launched by the Government of Kerala in 1998 with the aim of improving the status of women in society and empowering them economically and socially. The program primarily focuses on poverty alleviation and skill development, while also addressing various aspects of women's empowerment. Some of the key features and components of women empowerment through Kudumbashree include forming Self-Help Groups (SHGs), providing microcredit loans for members to start and sustain small businesses and livelihood initiatives, empowers women to participate in local governance by encouraging their involvement in the decision-making processes of local self-government institutions etc. One such initiatives as part of the Kudumbashree is Janakeeya Hotel project. This initiative, which aims to empower women by offering opportunities within the hospitality industry, has not only provided avenues for self-reliance and financial independence. The Kudumbashree Janakeeya Hotel project represents a unique approach to women's empowerment, intertwining economic advancement with social progress. By focusing on the hospitality sector, the initiative taps into a domain that is not only

a source of employment but also a realm where women can exercise their skills, creativity, and managerial abilities. This approach aligns with the broader goals of the Kudumbashree mission, which seeks to alleviate poverty, enhance women's social standing, and promote community development. The impact of this project on women's empowerment can be observed in many ways. First, we offer training and skill development programs to help women excel in the hospitality industry. These programs cover areas such as culinary arts, customer service, management and entrepreneurship. When women acquire knowledge in these areas, they are not only more employable, but also more confident and self-esteem, the Kudumbashree Janakeeya Hotel Project will enable women to step out of their traditional roles and broaden their horizons. In a society where women have historically been confined within the home due to gender roles, this initiative encourages women to step into territory once considered unconventional. The impact of this change is reflected in changing perceptions of women's capabilities and roles within the family and within the wider community. Economic independence is an important aspect of women's empowerment and this project will play a key role in promoting that independence. This initiative reduces women's economic dependence and empowers them to make decisions by enabling them to earn a living and contribute to the household economy.

STRUCTURAL FRAMEWORK OF KUDUMBASHREE

Kudumbashree operates through a hierarchical structure that ensures the effective implementation of its initiatives at various levels.

Neighborhood Groups (NHG)

The Kudumbashree Neighborhood Group (NHG) is an integral part of the community development program in Kerala, India. NHGs play a variety of roles in empowering women and improving their socio-economic status in their neighborhoods.

KEY ROLES OF NHG IN KUDUMBASHREE

Social mobilization

NHGs mobilize women from their communities to form cohesive groups. They promote unity and cohesion among members and enable collective decision-making and action.

Savings and credit activities

NHG promotes savings and credit within the group. Members regularly pool their savings and work together to build a common fund. Members can take out loans at low interest rates to invest in income-generating activities or to meet their personal financial needs.

Micro-enterprise development

The NHG encourages and supports the creation of micro-enterprises by its members. They provide access to resources such as advice, training, microcredits, marketing networks and skill development programs. This encourages entrepreneurship and financial independence within the community.

Skill development and training

The NHG organizes training and workshops to improve the skills and competencies of its members. These training programs cover a wide range of areas including entrepreneurship, corporate governance, financial literacy and health and hygiene. Skills development aims to help women build confidence and take control of their lives.

Social Welfare Activities

NHG actively participates in social welfare and community development efforts. We carry out activities such as awareness campaigns, hygiene measures, environmental protection and support for vulnerable people. This allows the NHG to make a positive contribution to the well-being of the community as a whole.

Participatory decision-making

NHG encourages democratic decision-making processes within the group. Together, members identify and prioritize needs, discuss possible solutions, and implement relevant actions. This participatory approach ensures that all voices are heard and decisions benefit the entire community.

Networking and collaboration

NHG will work with local government agencies, NGOs and other stakeholders. This will give you access to the resources, knowledge and support to effectively address the needs of your community. Networking also facilitates learning and sharing of best practices between different NHGs.

These roles highlight Kudumbashree's diverse contributions to her NHG, enabling women to be change agents and catalysts for community development.

AREA DEVELOPMENT SOCIETIES

The ADS (Area Development Society) Department of Kudumbashree plays a key role in the implementation and management of various programs and initiatives aimed at empowering women and promoting socio-economic development at the grassroots level. The ADS unit will be established at the Panchayath community level and will serve as a vital link between the community and the Kudumbashree mission. It serves as a platform for coordination, collaboration and decision-making, enabling us to effectively respond to the needs and desires of our community. One of her main duties in the ADS Department is to oversee and support the activities of her ADS group in her area of responsibility. These neighborhood-level groups are made up of women who come together to participate in income-generating activities, savings and credit programs, agriculture, and skills development initiatives. The ADS division plays a key role in identifying the potential of the ADS Group and guiding it towards a sustainable and profitable business. The ADS unit will act as moderator in the implementation of development projects. They help plan, implement and oversee various programs initiated by Kudumbashree, including poverty alleviation programs, livelihood promotion, health and hygiene campaigns, and education initiatives. They ensure that these projects align with community needs and priorities, make effective use of available resources, and achieve desired outcomes. Capacity building of ADS groups is another important aspect of the ADS unit's role. They provide training, mentoring and guidance to members of the ADS group, equipping them with the skills and knowledge they need to improve their entrepreneurial skills, financial management and overall socio-economic empowerment. By developing leaders within ADS groups, ADS units are building a strong network of empowered women who can drive positive change in their communities.

The ADS Unit acts as a link between ADS Groups and various stakeholders including local government bodies, government departments, NGOs and private bodies. They foster partnerships and collaborations and ensure the availability of ADS Group resources, support and opportunities. Such partnerships will improve prospects for sustainable development, open opportunities for funding and market linkages, and enable the ADS Group to scale up its efforts. In summary, Kudumbashree's ADS unit has multiple roles. Aligns ADS Group's activities with Kudumbashree's overarching mission and vision while acting as a leader, supporting and overseeing its activities. The ADS sector promotes women's empowerment, poverty alleviation and sustainable development through capacity building and enables community development projects and partnership building. Through its efforts, the ADS unit contributes significantly to the overall success and impact of the Kudumbashree mission at the grassroots level.

COMMUNITY DEVELOPMENT SOCIETIES (CDS)

The Community Development Society (CDS) association plays an important role within the Kudumbashree Initiative. Kudumbashree is a poverty alleviation and women's empowerment program run by the Government of Kerala, India. The CDS unit serves as the core grassroots community organization of the Kudumbashree movement.

The main mission of the CDS unit is to mobilize women from the local community and organize them into neighborhood groups called 'Kudumbashree units'. These organizations serve as the basic building blocks of Kudumbashree, encouraging self-help and collective decision-making among their members. CDS units play an important role in facilitating the formation and function of these units. One of the CDS department's primary tasks is to identify and prioritize the community's development needs. They conduct comprehensive research and collect data in order to understand the socio-economic situation, challenges and aspirations of local people. Based on this information, the CDS Division works with governments to develop strategies and action plans to effectively meet these needs.

The CDS unit promotes various income generating activities and skill development programs among its members. They organize trainings, workshops and awareness campaigns to improve women's financial literacy and entrepreneurship skills. In this way, the CDS unit aims to empower women economically and create sustainable livelihood opportunities within the community.

Another important role of the CDS department is to promote social welfare and community development efforts. They work to improve health, hygiene and education in their communities. This unit launches campaigns related to hygiene, vaccination and raising awareness of various social issues. In addition, we work with external agencies and government agencies to effectively implement welfare programs. The CDS Unit acts as a liaison between the Kudumbashree community and various government agencies, NGOs and financial institutions. They are intended to give members access to government programs, grants and financial assistance. This allows the community to get the support and benefits they need from various initiatives and programs.

CDS unit in Kudumbashree plays a key role in mobilizing women, identifying community needs, promoting economic empowerment, and promoting social welfare and development activities. Through its efforts, the CDS unit contributes significantly to the overall success of the Kudumbashree movement in eradicating poverty and empowering women at the grass root level.

Community development and social welfare

Kudumbashree community based approach has fostered holistic development and social welfare in Kerala.

Health and sanitation

Kudumbashree plays an active role in promoting health and sanitation practices. It organizes awareness campaigns, facilitates access to healthcare services, and implement programs related to hygiene, sanitation and waste management

Education skill development

Kudumbashree supports educational initiatives for women and children. It runs initiatives such as Balasabhas (children's forums) and conducts vocational training programs to enhance employability and skill development.

Housing and infrastructure development

Kudumbashree collaborates with local authorities to address housing and infrastructure needs in marginalized communities. It promotes the construction of low cost houses and facilitates access to basic amenities like water and electricity

Residential training centers (RTCs)

Kudumbashree runs her RTCs in various locations, offering residency training programs for women in marginalized communities. These centers offer skill development courses in areas such as hospitality, tourism, manufacturing and healthcare. The aim is to equip women with market-relevant skills and improve their employability in a competitive labor market. RTC has provided opportunities for women to find better employment opportunities and improve their economic situation

Gender self learning program (GSLP)

GSLP in Kudumbashree focuses on raising gender awareness and promoting gender equality. The program includes training modules on topics such as women's rights, domestic violence prevention, leadership development and gender-sensitive budgeting. GSLP encourages women to question existing social norms and actively participate in the decision-making process at various levels.

These are just a few examples of the diverse projects Kudumbashree undertakes. Each initiative contributes to the overarching goals of empowering women, ending poverty and promoting inclusive development. Through these projects, Kudumbashree has not only transformed the lives of countless women, but also created a sustainable model of community empowerment. The study provides valuable insights into the potential for replication and scalability. Hotel Kudumbashree Janakeeya was successful in the Alappuzha district, but the review of the study allowed us to assess its transferability to other regions. By identifying the factors that contributed to its success, we were able to create a road map for implementing similar initiatives elsewhere. This can help promote women's empowerment and boost local economies in other parts of the country or even the world. In addition, the study has important policy implications. By thoroughly analyzing the impact of Hotel Kudumbashree Janakeeya, policymakers can make informed decisions and develop targeted policies to support women's empowerment and local economic development. Research can serve as evidence of the effectiveness of these initiatives, thereby influencing the policy framework and allocation of resources for future efforts. The study of Kudumbashree Janakeeya Hotel and its impact on women's empowerment and local economy in Alappuzha district is of great significance. By exploring the transformative power of women's empowerment, understanding the economic implications, assessing the potential for scaling and influencing policy decisions, this research

paves the way for sustainable development. And inclusive growth. It serves as a beacon of hope and inspiration, showing us the potential for positive change when women have the opportunity to thrive and contribute to their communities.

1.2. BACKGROUND OF THE STUDY

The Kudumbashree Janakeeya Hotel, nestled within the heart of the Alappuzha district, represents more than just a place to dine; it embodies a transformational narrative of empowerment and local economic revitalization. At its core, this unique establishment is an emblem of the Kudumbashree mission, an endeavor fueled by the Government of Kerala to dismantle the shackles of poverty and elevate women to the forefront of change. Originating from the convergence of "kudubam" (family) and "shree" (prosperity), Kudumbashree envisions a society where women's empowerment serves as the cornerstone of holistic development. Within this mission, the Kudumbashree Janakeeya Hotel stands as a living testament to the power of localized initiatives. The hotel's objectives encompass a multifaceted array of aspirations. It serves as an incubator for women who, despite being rooted in marginalized backgrounds, harbor an innate entrepreneurial spirit. Through the act of crafting culinary delights and managing the intricacies of the hospitality industry, these women traverse a transformative journey. This journey is not just culinary but a voyage through the dimensions of self-confidence, leadership, and economic autonomy. In this thriving ecosystem, women emerge as the architects of their destinies, breaking free from conventional molds to embrace roles as business managers, decision-makers, and providers. The hotel acts as a canvas where these women paint their stories of growth, nurturing, and evolution, redefining their identities beyond conventional norms. However, the ripple effects extend beyond the individual realm. The Kudumbashree Janakeeya Hotel's orchestration radiates into the community fabric, infusing newfound vigor into local economies. The concept of empowerment finds synergy with economic sustenance through a strategic fusion of tradition and modernity. One cannot overlook the meticulous emphasis on sourcing ingredients from local landscapes and employing traditional recipes. This symbiotic relationship between the culinary creations and local producers amplifies the harmonious cadence of rural life. As the hotel showcases the culinary heritage of the region, it simultaneously elevates local farmers and artisans, weaving a narrative of economic collaboration and mutual growth. The economic enlivening does not transpire in isolation; rather, it radiates through the intricate web of interconnected lives. Local

communities are reinvigorated as the hotel becomes a catalyst for a resurgence in demand for indigenous produce and craftsmanship. The interplay between the hotel's endeavors and the local ecosystem metamorphoses into a cycle of economic empowerment where women's progress and economic resurgence are intricately interwoven. This symbiosis of empowerment and economic revival serves as an embodiment of the sustainable development ethos. The Kudumbashree Janakeeya Hotel is not just an establishment but a paragon of how localized initiatives, rooted in the principles of equity and empowerment, can be instrumental in orchestrating sustainable change.

The study's intent to dissect this symbiotic relationship between empowerment and economic resurgence within the realm of the Kudumbashree Janakeeya Hotel is more than just an exploration of cause and effect. It unveils a narrative that resonates with the universal quest for inclusivity and prosperity. By magnifying the individual experiences of women transformed into entrepreneurs and the web of economic influences across local landscapes, the study illuminates the broader significance of such initiatives. Ultimately, the Kudumbashree Janakeeya Hotel's story is a testament to the potential latent within communities when empowerment and economic well-being intertwine. It propels us to reevaluate the dynamics of development, advocating for localized initiatives that kindle flames of empowerment, shape narratives of entrepreneurship, and invigorate economies at their very core.

1.3. STATEMENT OF THE PROBLEM

Janakeeya hotels under various Kudumbashree units started their operations with the aim of a hunger-free Kerala. Janakeeya hotels became the star of Kerala in a short time by providing food to the most deserving section at low rates. According to information available from the Kudumbashree Mission, more than 30,000 food packets are sold a day based on the latest records. In many places, they are turning to public hotels to ensure food for singles and the destitute as part of the Hunger Free Kerala scheme, Finance Minister TN Thomas Isaacs included public hotels in the state budget 2020-21, inspired by the success of similar initiatives in Alappuzha district. Popular hotels that come under Kudumbashree provide meals for Rs.20 to Rs.25. During the lockdown local self-governments started community kitchens to feed the people and this was followed by populist hotels home delivery which gained more popularity and helped them to identify themselves in the society After phase relaxation of restrictions the

operations started one by one as the demand increased and the number of populist hotels increased. The hotels have been able to provide livelihood to about a thousand Kudumbashree women and thus improve their financial security. The income between popular hotels in urban areas and popular hotels in rural areas varies in two ways. Micro Enterprises powders business turmeric powders venture chilly powders besides agriculture as well as livestock rearing are all the ventures under Kudumbashree. They are also given income through the ventures. All initiatives under Kudumbashree are interconnected. Kudumbashree hotels are given Rs 10 as food subsidy. Buildings for hotels are arranged by the local self-government and each Kudumbashree Community Development Society provide funds starting from Rs.50, 000 towards the initial cost of the hotels. Public hotels have been allowed to remain open during the lockdown and home delivery has been allowed until it comes into effect. Most of the beneficiaries of public hotels are low-income workers and migrant workers and most of the foreign workers living in the state depend on public hotels mainly because they provide quality food at low cost. Hence there is a gap in the operation of Janakeeya Hotel in rural-urban areas. Popular hotels are also concentrated in very close proximity to rural and urban areas. The scheme has been very successful in the district with the government subsidizing joint liability groups involved in hotel management. The women entrepreneurs working in these hotels say that providing affordable meals without sacrificing quality is a dream for many day laborers and migrant workers. They point out that the entry of these hotel chains has also helped many self-help groups earn a steady income.

The customers of these establishments in the district include many students and the general public. The highlight is cooking with the keyword 'home cooking' by a women's group. For day laborers and migrant workers, the Janakeeya Hotel is like a place where they can save on their daily expenses. Migrant workers rarely get food from their work sites as the rigid terms and conditions of the work contract exclude it. With the opening of Janakeeya Hotels, such workers are really happy. She said that contractors who order parcels for their labors also witnessed an increase with the entry of Janakeeya Hotels. The 1,054 Janakeeya Hotels in Kerala have already built their own model by expanding on top-notch service during the COVID-19 pandemic crisis. Most of Janakeeya hotels are delivering food packages to those in need as the state goes into lockdown to curb the spread of a second wave of the COVID-19 pandemic. An average of over 80,000 meals are packed at Rupees 20 per day and served from all Janakeeya hotels in the state. There is a total of 1,054 Janakeeya hotels in the state, of which 874 are in the Panchayath area and 180 are in communities and businesses. These have proven to be

excellent service providers for the public during this crisis. During the budget speech for the 2020-21 fiscal year, it was announced that 1000 Janakeeya hotels will be opened statewide under the leadership of Kudumbashree. Kudumbashree was able to execute this program in the best possible way, amid the crisis of the covid-19 pandemic. As of the end of the financial year on March 31, 2021, the number of Janakeeya hotels opened in the state was 1007. A total of 1054 Janakeeya hotels have commenced operations as of today.

The primary focus of the study is to explore the impact and effectiveness of the Kudumbashree Janakeeya Hotel initiative in promoting women's empowerment and promoting economic growth at the local level. The purpose of this study was to assess different aspects of empowerment experienced by women who participated in this initiative. Social, economic, and political empowerment. Furthermore, the study aims to assess the contribution of hotels to the local economy in terms of job creation, income generation, and overall socio-economic development. The study also aims to identify challenges and opportunities faced by women participating in the Kudumbashree Janakeeya Hotel Project and explore potential areas for improvement and sustainability

1.4. SIGNIFICANCE OF THE STUDY

The study of Kudumbashree Janakeeya Hotel and its impact on women's empowerment and the local economy in the Alappuzha district is of great significance. This initiative has garnered attention and praise for its unique approach to promoting socioeconomic development and women's empowerment in the region. By understanding the importance of this study, we can shed light on some of the key areas that underline its importance. First, research allows us to explore the transformative power of women's empowerment. Kudumbashree Janakeeya Hotel provides an opportunity for women in Alappuzha district to gain economic independence and improve their decision-making skills. Through their participation in this initiative, women are empowered to break down social barriers and challenge traditional gender roles. Research allows us to understand the impact such empowerment has on the lives of these women, their families, and the wider community. Second, the study examines the economic impact of the Kudumbashree Janakeeya hotel. By analyzing the positive impacts on the local economy, one can realize the importance of community businesses. This initiative promotes sustainable development by mobilizing the skills and resources of local women, thereby contributing to poverty reduction and economic growth. Understanding the economic impact of this research

could serve as a model for similar projects, leading to the creation of more community-driven businesses.

CHAPTER – 2

REVIEW OF LITERATURE

2.1. KUDUMBASHREE

Entrepreneurship has been increasingly promoted as a means to achieve women's empowerment in the pursuit of gender-equal societies by international development organizations, NGOs as well as national and local governments across the world. Our objective is to examine the women empowerment outcomes of the Kudumbashree initiatives, implemented within a multi-actor engagement framework supportive of women's empowerment through capacity building and social inclusion programs (Venugopalan, 2014). Women of Kerala taught a new lesson to other parts of the nation and even to the world during this pandemic through Kudumbashree. The study pointed out that empowered women could be able to protect themselves, their families, and also the entire nation by strengthening the local economy (Biju, 2020). The case study on Kudumbashree demonstrates 'how multiple-level engagements help enhance and support broad sustainable social change, in view of their sensitivity to the embeddedness of women's agency under specific socio-political and cultural contexts'. We find that Kudumbashree programs, through its multi-actor engagement, strive for an equilibrium between women's development and social change through policy and regulatory change (top-down) and social change via mobilizing the people (bottom-up). From a policy angle, the key learnings from the successful outcomes of Kudumbashree may be considered for designing rural and urban community development programs with a focus on the multidimensional empowerment as well as social and economic inclusion of women and other marginalized communities (Venugopalan, 2021).

Kudumbashree is a poverty eradication mission of the government of Kerala with support from the government of India and NABARD. Kudumbashree empowers women to strengthen the economically backward people in village areas. The peculiar situation in Kerala is that the farmers increasingly move away from crop production and other agricultural activities for better-paid jobs in the non-agricultural sectors. Kudumbashree aims at improving the productivity of women farmer groups. As the majority of these women are landless, the land is taken on lease for cultivation. The decline in farming hampers the food security of the state which is otherwise largely dependent on the neighboring states for food produce (Jayasree et al. 2018). Kumar found that Kudumbashree was a massive anti-poverty program of the

Government of Kerala aimed at eradicating poverty and salvaging the destitute from the wretches of extreme deprivation. The family-friendly work practice encouraged more educated women to enter into entrepreneurial activities. The study also pointed out that, with support from government through the training programs, financial subsidies, and infrastructures, these centers would be developed as female-owned start-up centers and women's business incubators for livelihood options for women, particularly newly educated girls (Kumar, 2016). Sajesh and Ramasundaram, (2013) also states that, the state of Kerala has initiated a Kerala State Poverty Eradication Mission called Kudumbashree. The ideas were to make use of collective farming and shared resources such as technology and capacities to overcome the limitations that people have on the farmer's individual level and boost the progress of the entire group towards sustainable financial and economic stability. The collection and assembly of human capabilities and working together to achieve a goal is a great success story. Factors like motivation, facilitation of group dynamics, and education provided by Kudumbashree made a huge difference in mobilizing the poorer farmers to achieve a means of living. Biju & Abhilash (2013) also says about the poverty eradication aspect of Kudumbashree. The day and night agitation organized by women self-help groups in Kerala associated with Kudumbashree, officially known as the State Poverty Eradication Mission proves that a weaker section of society can be mobilized and empowered through decentralization and participatory development. The agitation was an appropriate reply to critics who equated decentralization with depoliticization of the development process and an ideological deviation from class struggle.

The micro financing programs not only help in financial inclusion but also promotes banking habits, saving behavior, and better financial utilization among the poor. The Kudumbashree movement in the study seems to have influenced making the poor aware of bank linkage programs, better utilization of finances, and in participating the collective process of self-help groups. If the poor are provided with at least the microcredits to meet their immediate needs of consumption, education, medicine, marriage, etc. it would help them to come out of the shackle of poverty (Shinhabudheen, 2014). Uma & Rupa (2013) also share the same idea. The number of bank accounts, credit availed and repayment of credit showed a positive increase with the membership of SHGs. The Global Financial Inclusion Database (2012) found that women are particularly disadvantaged when comes to access to financial services. Only 37per cent of women in developing countries have bank accounts, whereas 46per cent of men do. The relative gender gap in formal account ownership is highest in South Asia.41per cent of men and 25per

cent of women have an account. SHGs are mainly women groups that help them to enter the formal financial system and thereby become socially and economically empowered. “Microfinance and Financial Inclusion of Women: An Evaluation: Financial inclusion has been defined as the “provision of affordable financial services” to those who have been left unattended or under-attended by formal agencies of the financial system. These financial services include “payments and remittance facilities, savings, loan, and insurance services”. Microfinance has been looked upon as an important means of financial inclusion in India. As already discussed, the Indian concept of microfinance encourages access of SHGs to banks both as means of savings and providers of loan services. However, going a step further, we can say that microfinance has to act proactively not just as a means of financial inclusion and also has to work towards reducing the dependence of poor borrowers on various informal sources of credit that are often notorious for the onerous terms at which they offer credit. Effective financial inclusion is possible only with the accomplishment of the second. The significantly limited scale and spread of microfinance in India. The continued dependence of women members belonging to mature SHGs on informal sources corroborates the point made earlier regarding the spread of microfinance. The high interest rates on SHG loans also point towards the affordability of microfinance for the poorer borrowers who in effect are expected to have a very high rate of return from their business ventures in order to just cover the interest cost. Hence, the observations made in this note reflect the considerable scope for microfinance to evolve as a means of financial inclusion that is accessible and affordable for the excluded groups/regions and that can help loosen the grip of informal sources of finance and bring the excluded sections permanently into the ambit of formal finance (Pallavaichavan & Bhaskar, 2009). Also shared same idea (Gupta, 2005) Microfinance should be considered an interlinking vehicle between financial inclusion and improving standard of living. There should be deliberate platform to improve the income and earning of the member through participative productive activities. “Micro Finance. The New Development Paradigm for Poverty Eradication and Women Empowerment” states that experience has shown that many of the poverty alleviation programmers through organized credit channels have not achieved the required success. Hence to bridge the gap between the demand and supply of funds in the lower rungs of rural economy, the micro finance schemes of NABARD have made a smooth foray into the role played by micro finance in eradicating poverty and empowering women to manage the enterprises (Manoharan Nair and Girija, 2005). In most cases women tend to use the micro financing for the consumption smoothening, the inference of which may be that the poor find it difficult in (Rajashekhar, 2005) Kudumbashree as Economic empowerment:

Looking at the recent developments in countries of the third world and their economies, one major concern that comes to mind is the dramatic reduction of agricultural land. Especially in countries where women make a better living for themselves. A financial exclusion means that groups, households, families, and so on don't have proper access to financial services. But adequate access to financial means is absolutely necessary to integrate the poorer sections of society also and give them ways to earn their living. They should have access to transaction services, access to credit, insurance services, and saving services. Financial inclusion is a process of making financial services affordable to lower levels of society which includes disadvantaged and low-income groups India where the population has exploded and the economy is growing at a fast pace and in many ways in a rather uncontrolled manner, the fertile farmlands and croplands have been depleted to a great extent. Furthermore, land is treated much more like a commodity that can be bought and sold like any other good. The results of these mentioned trends are manifesting in various forms such as shortage of food, global warming, and so on. These implications are caused due to the change in the meaning and uses of land. Considering the state of Kerala, the impacts have been even stronger than in other states of India. This is because in Kerala, there is a high population density and the state's overall size is comparatively small. There was a shift in economic development in Kerala in the 1990s which caused a real estate boom. The demand for land to build houses, complexes, and so on increased exponentially. Not only infertile land was sold, but unfortunately, a major part of the purchased land was fertile such as paddy fields which are also important for groundwater resources and biodiversity which in turn are most (Das, 2013).

Kudumbashree became the lifeline to many of the poor women in the state of Kerala. Resultantly, the women of the state have become active participants in the planning and implementation process of various anti-poverty programs. By participating in various income-generating cum developmental activities, the morale and confidence of women become very high. Women who were regarded as voiceless and powerless started identifying their inner power, their strength, opportunities for growth and their role in reshaping their own destiny (Nidheesh, 2009)

Impact of Self-Help Groups on Formal Banking Habits, makes a modest attempt to examine whether there is any association between the growth of SHGs and the increase in female bank deposit accounts and whether SHGs have a tendency to influence account holding in formal banks. In the process, the paper tries to trace the socio-economic factors that determine deposit

and credit account holdings in formal banks among individuals and households. The analysis also reveals that being a member in SHGs, and more importantly, having leadership experience in SHGs greatly influences the bank account holding. Leadership experience in SHGs would also improve an individual's banking habits (Varman, 2005).

This study deals with the issues leading to empowerment of women with particular reference to rural women. Volume one deals with issues like gender inequalities in labour market and in entrepreneurship. Volume two focuses on micro finance options for women empowerment. It looks into micro credit schemes for rural women and micro finance movement in India. Third volume describes the various programmes introduced to empower women and bring them into the orbit of development network Malhotra (2004)

Women are the backbone of society and need to be recognized and acknowledged for their contributions estimate. If women and men have equal rights, society will change greatly. The goal of the Kudumbashree Program is to create microcredit and productive businesses. Improving the living standards of disadvantaged women in rural areas have a strong urge to Promoting Kudumbashree Forces to Accomplish State Survival Missions and Provide Better Care Employment and livelihood opportunities for disadvantaged people. This was also recognized Kudambashree's team encounters immense difficulties during the mission. "Critical Support" lack of direct stakeholders and lack of professionalism", "unnecessary injury". It's all about "external governance" and "lack of perfect familiarity with Kudambashree's organization" Problems faced by the Kudumbashree unit Janardhanan(2021)

The rural context women's control over ownership of land can play an important role not only in economic betterment but also in terms of social and political empowerment as land is the symbol of political power and social status. Micro credit programmes have to be visualized in the context of new global economic order in liberalization, globalization and privatization policies which have led to job losses in the formal sector decline in social sector spending and growing unemployment. In this scenario the last option left for poor women is self-employment, which micro credit aims to promote. He concluded that since the efficiency of micro credit programmes is not independent of other developmental interventions, it could at best be one of the components of wider developmental agenda Seik (et al) (2004).

Micro Finance for Women's Empowerment; A Perspective", puts forward a debate on micro credit for discerning policy-makers, researchers and development practitioners. She says that understanding the viability of micro finance requires a comprehensive analysis from the right perspective. Micro finance can contribute to solving the problem of inadequate housing and urban services as an integral part of poverty alleviation programmes. The challenge lies in finding the level of flexibility in the credit instrument that could make it match the multiple credit requirements of the low-income borrowers without imposing unbearably high cost of monitoring its end use upon the lenders. According to her a promising solution is to provide multipurpose loans or composite credit for income generation, housing improvement and consumption support Sinha, (2004)

In an era of growth and development, countries are trying to adapt to global standards. In all areas. An important area that most economists commonly recognize is that society and Economic change. Economic indicators are per capita income and gross domestic income Products, net domestic production, world trade share, foreign exchange reserves, etc. Social aspects, drinking water, reliable electricity, good sanitation, viable transportation. We focus on systems. Millions of our people dream that India will make it happen. It will become an economic superpower in 2020. This is only possible through balance. Growth in every field. Female consumer satisfaction analysis Comparisons with Kudumbashree products are made in terms of her four elements of the marketing mix. The total sample size for this study is 200 consumers residing in Palkad District of Collected data were analyzed using frequency distribution and chi-square analysis. It has quality, Kudumbashree Product Pricing, Promotions, Availability and Satisfaction
Derived from consumers Saritha(2019)

Kudumbashree and Women Empowerment. Kudumbashree, which means prosperity of the family, is the name of the women oriented, community based, state, poverty Eradication mission of Government of Kerala. Kudumbashree is a multi-faceted women based participatory poverty eradication programme jointly initiated by Government of Kerala and NABARD. It is implemented by community-based organizations of poor women in co-operation with Local Self Government Institutions. The mission of Kudumbashree is "to eradicate absolute poverty in ten years through concerted community action under the leadership of local government, by facilitating organization of the poor for combining self-help with demand-led convergence of available services and resources to tackle the multiple dimensions and manifestations of

poverty, holistically. Women empowerment is not a myth. It is a process which includes the realization of women themselves for 'giving power to', 'creating power within' and enabling'. So, it is now a reality and need of the hour. The below article deals with the issue of women empowerment in the context of Kudumbashree Devik (2004)

2.2. WOMEN EMPOWERMENT

The Role of Women's Empowerment and Domestic Violence in Child Growth and under nutrition in a Tribal and Rural Community in South India. Moderate malnutrition still affects 46% of children under the age of 5 and 47% of rural women in India. Women's lack of self-determination is seen as a major factor in the persistence of malnutrition. In India, women's empowerment often varies by community, with tribes sometimes being the most advanced. This article examines the association between women's empowerment, domestic violence, maternal nutritional status, nutritional status, and height (Kavitha, 2008) also stated that. This study is about the empowerment of women in the 21st century. The purpose of this study is to learn more about women's education in pre-colonial, colonial and modern India, forms of women's empowerment, violence against women, women's rights, the legal protections of women in the Indian Constitution, the role of NGOs in women's empowerment and the government to learn programs and programs to empower women, how education has helped empower women, and how Indian society is changing through women's empowerment in the 21st century. Accordingly, it is noted that the historical context of women's education in Indian society during the Vedic era was good. This study also shows that women's empowerment refers to the empowerment and empowerment of women's social, economic, political and legal power to ensure women's equality and give them the confidence to claim their rights. The holistic development of a country is only possible if its women become powerful. In addition, this study shows the constitutional rights of women, the achievements of various NGOs, national agencies, etc. Women's education is a must for the renewal of women's empowerment. Education sensitizes women socially, politically and economically. Overall, this study shows that Indian society is growing and changing through the empowerment of women in the 21st century (Mandal, 2018). Other studies. A Study on Issues and Challenges of Women Empowerment in India. The article attempts to analyze the status of women's advancement in India and draws attention to the problems and challenges of women's advancement. Today, empowering women has become one of the most important issues of the 21st century. But in practice, women's empowerment is still an illusion of reality. In our daily lives we see women

falling victim to various forms of social wickedness. Women's empowerment is an important tool for empowering women's ability to command resources and make strategic life choices. Women's empowerment is essentially a process of elevating the economic, social and political status of traditionally disadvantaged women in society. It is a process of protection from all forms of violence. The study is based solely on secondary sources. The study shows that despite many government efforts, women in India are relatively powerless and enjoy a slightly lower status than men. It has been noted that there is still an acceptance of unequal gender norms among women in society. The study concludes with the observation that access to education, employment and changes in social structure are only factors that enable women's emancipation (Rajeshwari2015). Women Empowerment in India. A Critical Analysis In a traditional patriarchal society, women were accorded a secondary status that was reflected in the economic, social, and political spheres. However, gender equality and women's empowerment have always remained a priority area and have been addressed with great attention from stakeholders. The article critically analyzes India's status compared to other countries and tries to find out if the country is ready to reach the UN Sustainable Development Goal -5. The article develops the argument based on secondary sources, such as a review of existing literature published in journals, books, reports from various NGOs, governmental and international organizations, and websites. The article critically analyzes the empowerment of women in India in different patterns and dimensions. The article discusses constitutional guarantees as well as state plans and programs and their implementation as indicators of women's empowerment. However, the country performs far below compared to other countries. Programs need to be reassessed and adjusted to achieve SDG-5 by 2030 (Singh and Singh, 2020).

The empowerment of women has become one of the most important issues of the 21st century. Because the word of women's emancipation is still an illusion. In the current scenario, the picture is still contradictory. Women play an important role in the family and in society, yet they face discrimination in all major areas of life, whether it be education, income, choice of spouse, inheritance, property rights, decision-making, community organization, or access to government Jobs in education, business or politics. The need to emancipate women therefore arises from this difficult social scenario. And that's why empowering women has become an important task. Empowerment is a process of awareness and capacity building that leads to greater participation, greater decision-making authority and control, and transformative action. Empowerment of women means creating an environment for women to make their own

decisions for their own benefit and that of society. Women's empowerment is the empowerment and improvement of women's social, economic, political and legal empowerment to ensure that women have equal rights, are confident in claiming and exercising their rights, and have control over resources, assets, income and their own time and use. And the ability to manage risk and improve economic condition and well-being. The progress of a nation is inevitably linked to the social and economic advancement of women in that country. The role of women in human development is now widely recognized and accepted throughout most of the universe. The need to analyze women's empowerment arises from the great importance that the Indian government has recently attached to this concept. The study is based on secondary sources. The general objective of this work is to assess the empowerment of women through social and economic improvements that ultimately lead to the overall development of the country. The study shows that women in India enjoy a slightly lower status in today's scenario. They occupy a relatively lower position than men. The study found that acceptance of gender equality norms among women still prevails in society. The government and its agencies, NGOs and several national and international organizations are working to empower women. However, this work requires a multidimensional approach and resources, and their role and work with missionary zeal and commitment to education, employment and social change (Prasad, 2018).

A study on women-specific policies for women empowerment in India. The concept of empowerment has been the subject of much discourse and scholarly analysis. For the purpose of this discussion, the conceptual framework expounded by the United Nations is a useful starting point (UN 2001). Empowerment is defined as the process by which women gain control and responsibility for their lives by expanding their choices. It is therefore a process of acquiring the ability to make strategic life decisions in a context that was previously denied to this ability. The building blocks of empowerment have been defined as agency (the ability to set one's goals and act accordingly), awareness of gendered power structures, self-esteem, and self-confidence (Kabeer 2001). Empowerment can occur at different levels of the hierarchy - individual, community and social - and is facilitated through incentives. Empowerment is a word that has many meanings. That means recognizing the contributions and abilities of women. It means boosting their self-esteem and dignity. This means that women control their resources; This means that women become economically independent. It means the ability to forget tears, fears, feelings of inadequacy, inferiority, etc. Gender inequality is a major societal problem in India, where women are returning to a male-dominated country. The empowerment of women must be accelerated in this country to equalize the value of both sexes. The education

of women should by all means be the nation's top priority. Inequalities between men and women in society cause many problems that pose a major obstacle to the nation's success. Women's birthright is to attain the same value as men in society. To be truly emancipated, every woman must be aware of her rights from her own point of view. You should take positive action and be involved in all activities, not just household chores and family responsibilities. They should know everything that is happening around them and empowering rural women has the power to change many things in society and in the country. They are much better at dealing with certain social issues than men. They can better understand the downsides of overpopulation to their families and their country. Proper family planning allows them to fully cope with the economic circumstances of the family and the country. Women are quite capable of dealing with any impulsive violence than men, both in the family and in society. By empowering women, it is possible to transform a male-dominated country into an equally dominated country with a rich economy. Women's empowerment can help any family member grow up without any extra effort (Rani & Malipatil, 2018) Women's empowerment is fundamentally the process of improving the status of traditionally underprivileged women in society on the economic, social, and political fronts. It entails protecting kids from all sorts of assault. Building a societal and political climate where women can live free from oppression, exploitation, trepidation, discrimination, and the general sense of persecution that comes with being a woman in a historically male-dominated institution is a key component of women empowerment. Nearly half of the world's population is made up of women, however India has a disproportionately low female population compared to its male population. There are some regions where they are not regarded equally to males in terms of their social position. In Western nations enjoy the same rights and status as men in all spheres of life. However, discrimination and limitations based on gender continue to exist in India. Thus, the position of women in Indian society will be the main topic of this essay (Sobha, 2021)

Kudumbashree in women empowerment. Influence of Kudumbashree on Women Empowerment a Study. The empowerment of women and their participation in the development process was recognized as an essential feature of development. Real development is only possible if women and men work on an equal footing. Gender equality and the empowerment of women are recognized worldwide as the key to achieving progress in all areas. Rural women are considered voiceless and vulnerable. There are reports of rapes in the newspapers every day. Even politicians don't support them. They must therefore have the right to fight the evil that befalls them. The Kudumbashree Project was started in Kerala in 1998.

Empowering women is one of Kudumbashree's key goals, along with fighting poverty. The Kudumbashree program aims to improve the living standards of rural poor women through the establishment of microcredit and manufacturing businesses. This opened a new series of expected events in our evolutionary history. Kudumbashree is a Kerala governmental mission dedicated to poverty eradication. It is a social support initiative involving poor women. Kudumbashree was conceived as a joint Kerala Government and NABARD program by Poor Women's Community Development Associations, which serve as the social wing of local governments. According to Kudumbashree documents, women want to recognize their inner strength, their opportunities for growth and their role in shaping their own destiny. So far, the program has extended over thirteen years. The main focus of this article is how this program has had an impact on the empowerment of rural women. Kerala is considered an educated state compared to all states of our country. The survey shows that most members of the Kudumbashree units work day shifts and their overall income is low. Women's empowerment has been achieved only to a limited extent by members of the Kudumbashree (Venugopalan2014) also state that. Empowering a person is a state in which they become strong to deal with any issue that affects them. Women's empowerment can be defined as promoting women's importance in their work, their ability to make their own decisions, and their right to influence society to affect change for themselves and others. Kerala is a land of amazing contradictions. Centuries ago, economic and social anarchy reigned among the women of Kerala. Although Kerala was culturally superior, women always lagged behind men. None of the women's ministries were glorified. There was a social system in which all the burdens of society were concentrated only on the marginalized and kept at home women. Since ancient times, women have been dominated by men. In many families, women's lives resembled slavery, and moreover, women have always been left behind in society. There was general liberty for men and general exclusion for women. Empowering women also means encouraging all women to confront all the issues that surround them and enabling them to live in a safe social environment. Empowering women is an important factor in the sustainable development of society. In Kerala, a state in southern India, Kudumbashree, a women's rights organization, has ensured social and economic equality for women. Kudumbashree is a group of women working under the Kerala State Poverty Reduction Mission and under the jurisdiction of all Local Government Institutions. This article describes how “Kudumbashree in its nature and scale and overall contributes to women's empowerment” and describes Kudumbashree's efforts in the broader context of women's empowerment, poverty alleviation, improving financial inclusion and most importantly, how these things empower promote women overall, and also

explain how Kudumbashree has helped society as a whole, women in particular, through her actions and the actions she has carried out within her organizational structure (Starly, Karuppiah, 2022).

Empowering women is one of the most important issues of the 21st century. Kudumbashree in Kerala is an active sub-system of local government and has initiated a number of poverty alleviation programs. This study examines the role of Kudumbashree in Kerala and its impact on women's empowerment with a focus on Angadipuram Panchayath. Basic data are collected through questionnaires and interviews. The main purpose of this article is to find out how Kudumbashree members are affected in the rural areas of this panchayath. This article makes it possible to understand that Kudumbashree has a direct impact on the sustainable socio-economic development of women and their standard of living, their children's education, their economic progress, and their nutritional and health needs. The study shows that Kudumbashree empowers women through various activities (Denny, Vidya 2021).

2.3 WOMEN'S ENTREPRENEURSHIP

Women are the basic unit of society. They are becoming even more important as a long-term solution for sustainable livelihoods. The aim of female entrepreneurship through empowerment is to create human resources in the manufacturing sector and to support the further development process. Kerala is the only state in India that has achieved a remarkable status in meeting all different parameters of social well-being compared to some developed countries in the world, which is commonly referred to as the “Kerala Development Model”. This result is reflected in the level of literacy among women, in the wage and salary structure, in technical and professional services and in the equality of men and women. This political and socio-economic scenario of the country reinforces the need to redefine the consciousness of the concept of poverty. In this sense, poverty is dynamically seen as a choice about socio-economic functioning and not just a concern for income or money. Again, poverty reduction is not just a question of overall economic growth in society, but is also related to various social aspects such as women's empowerment and women's entrepreneurship. All of these multidimensional approaches led to the government launching an anti-poverty project for the women's community in the state in leading to the birth of "Kudumbashree". The Mission established the Women's Empowerment Self-Help Group (SHG) model to encourage a wide range of women's entrepreneurial activities. Today, Kudumbashree has grown into one of the largest women's movements in Asia. This survey was conducted over a three-month period from July to

September 2015 among women entrepreneurs actively participating in the Kudumbashree Mission in Kerala. The purpose of this article was to examine the activities and impact of Kudumbashree and how it promotes women's empowerment and women's entrepreneurship (Clincy, 2018).

The socio-economic development of women is crucial to the overall economic development of a society or country. Entrepreneurship is a mindset that every woman has but it is not used in India as it should be. Due to the changing environment, people today are more willing to take a leadership role woman in our society, although there are exceptions. Female entrepreneurs represent a group of women who think outside the box and discover new opportunities for economic participation. The reason women run organized businesses is because of their skills and knowledge, talents, skills and creativity in business and an overwhelming desire to do something positive. It is time countries took up the challenge and created more support systems to encourage more entrepreneurship among women. Female entrepreneurship development is weak in India, particularly in rural areas. Women entrepreneurs face many problems from starting a business to managing it. In India, with the transition from the market approach to women's welfare to the development and empowerment of women, beginning with the Fifty-Five Plan (1974-79), the role of women was explicitly recognized and now the important role of women in Entrepreneurship is steadily growing due to various global factors. The Government of India implements various policies and programs to promote female entrepreneurship in India. Despite all societal hurdles, Indian women stand out and are recognized for their achievements in their fields. The changes in the social fabric of Indian society, raising the level of education of women and diversifying aspirations for a better life, have forced a change in the way of life of Indian women. She competed with a man and successfully helped him in all walks of life, and business is no exception here. These leaders are assertive, persuasive, and risk-taking. Thanks to their hard work, diligence and perseverance, they have managed to survive and prosper in this fierce competition. This article focuses on the role of women entrepreneurs in the development of the Indian economy (Rajalakshmi2014)

Female entrepreneurship undoubtedly increases the wealth of the nation in general and of the family in particular. Today, women are more willing to take on jobs that were once considered male-dominated and whose contribution to economic development is demonstrably unrivaled. Entrepreneurs play an important role in the economic development of an underdeveloped

country. Women's skills and knowledge, their entrepreneurial talents and skills, and their compelling desire to do something positive are just some of the reasons women entrepreneurs organize industries. According to the World Bank, more investment in women's than men's companies' leads to greater development of the country. Empowering women in entrepreneurship helps fight inequality and reduce poverty. Entrepreneurship plays an important role in transforming society in a rapidly developing country like India. In modern times, it has been recognized that women entrepreneurs have entrepreneurial skills that can be used to transform them from job seekers into employers. The government has recognized the importance of female entrepreneurship. Therefore, it offers a variety of programs for women entrepreneurs. Even if the government unites women in various associations, they are not willing to enter this profession. Compared to men, women are less motivated to set up business units due to unwanted fears, lack of motivation and lack of corporate form. (Ramesh2018)

Entrepreneurs play a key role in any economy. They are people who have the skills and initiative to bring new ideas to market or offer services and make the right decisions to make their ideas profitable. Educated Indian women have a long way to go to gain equal rights and status as traditions are deeply rooted in Indian society where sociological and psychological factors are now dominated by men. Despite all societal hurdles, Indian women have stood out from the crowd and are being recognized for their achievements in their field. The changes in the social fabric of Indian society, which consist in the raising of women's level of education and the diversification of aspirations for a better life, have forced a change in the way of life of every Indian woman. She has competed with a man and successfully assisted him in all walks of life, and business is no exception. These female leaders are assertive, persuasive, and risk-taking. Thanks to their hard work, diligence and perseverance, they have managed to survive and prosper in this fierce competition. This study was an attempt to raise awareness and understanding of what female entrepreneurship is and its importance for the world's rational, economic and cross-industry development. A thorough literature search on women entrepreneurs was carried out. Finally, attention was drawn to the main issues faced by women entrepreneurs in India, success stories of women entrepreneurs in India, factors influencing women's entrepreneurship and views of different social classes on women's entrepreneurship. Index of terms – women's entrepreneurship, success stories, women's issues (Saraswat, Lathabhavan, 2020)

Women entrepreneurs play a crucial role and have become a central figure in the global business environment, which is really important for further financial and social progress. Although women play an important role in society, their entrepreneurial skills are underutilized due to the subordinate position of women in Indian society. The focus of this article is to examine the status of women entrepreneurs in India as well as the reasons for female entrepreneurship. Furthermore, this article focuses on the analysis of the Government of India's women entrepreneurship policy as well as the analysis of appropriate policies to promote women's entrepreneurship. This study also examines the main reasons why women become entrepreneurs, i.e., institutions that support women in putting their ideas into practice. Based on this study, several suggestions are made on how to encourage women entrepreneurs to become successful entrepreneurs. (Subhathra)

CHAPTER 3

METHODOLOGY AND METHOD

3.1. INTRODUCTION

The study methodology used in research is a qualitative case study. The case study is based on the data collected from the Kudumbashree Janakeeya hotels in Alappuzha district in area Bharanikavu Panchayath, Chettikulanagara Panchayath, Thazhakkara Panchayath, Krishnapuram Panchayath. The data was collected through unstructured interviews with the Janakeeya hotel members. The data was also collected from the documents of the hotels. The study findings show that the Kudumbashree Janakeeya hotels have been successfully empowering women and promoting local economy. The hotels have provided employment opportunities to women from poor and marginalized communities. The hotels have also helped promote local products and services. The hotels have also been successful in attracting tourists and other visitors to the district.

3.2. TITLE OF THE STUDY

Kudumbashree Janakeeya Hotel Fostering Women's Empowerment and Contribute to the Local Economy in Alappuzha District

3.3. RESEARCH QUESTION

General Research Question

To what extent does the Kudumbashree Janakeeya Hotel model contribute to women's empowerment and the development of the local economy?

Specific Research Question

- How Kudumbashree Janakeeya Hotel has economically empowered women entrepreneurs in the Alappuzha district?
- What is the role of Kudumbashree Janakeeya Hotel in the social empowerment of women in the Kudumbashree unit?
- How Kudumbashree Janakeeya Hotel influence the self-development of Kudumbashree members?

3.4. RESEARCH DESIGN

It is a qualitative study, the study of Kudumbashree required a deeper understanding. Therefore, researchers decided to design a case study. Case study design helps researchers learn more efficiently. Assess what is Kudumbashree is and the current situation in it (it's a women empowerment and poverty alleviation program). The main objectives were to bring about women empowerment in the society and eradicate the inequality mainly and make the change in women a revolutionary change in the society. Although there are many projects in Kudumbashree itself, the Janakeeya Hotel Project is a very important one. Women's enterprises improve. It was a very busy engagement as new projects were many conferences. The study is of 5 cases (Bharanikavu, Chettikulanagara, Krishnapuram, and Thazhakkara). A qualitative study is suitable because it emphasizes the experiences of women. Therefore, the researcher was able to know their changes closely. Data was collected using unstructured interviews and open questions. It paved the way for very honest and confident responses.

3.5. AREA OF THE STUDY

This study was conducted by the Alappuzha district (Bharanikavu, Chettikulanagara, Krishnapuram, and Thazhakkara). The main reason for taking this Panchayath was completely different from other Janakeeya Hotels which were facing similar growth while other Janakeeya Hotels were completely dependent on the Panchayath for the essentials and they also produced essential vegetables. Women empowerment has been very high and these are important places where women from the background where women from the backward sections of the society have been able to reach a better standard. These Janakeeya Hotels concentrated on migrant workers. There are many projects in the Kudumbashree. Similarly, backward women were also brought forward. These are among the changes that can be made quickly. A very revolutionary change can be seen in comparison.

3.6 SAMPLING

The choice of sampling method depends on research objectives, population characteristics, and available resources. As part of a study on the impact of the Kudumbashree Janakeeya Hotel on women's empowerment and the local economy in the Alappuzha district. Purposive sampling this method involves intentionally selecting individuals who meet specific criteria

relevant to the research objects. The researcher chooses to focus on women entrepreneurs who have been associated with Kudumbashree Janakeeya Hotel.

3.7. SOURCES OF DATA.

Primary Data

Primary data collection was the observation of the data based on the location specified on the basis of our study. Conduct interviews with key stakeholders, including women working at the hotel, and customers. Observe the operation of the Kudumbashree Janakeeya Hotel first hand. Spend time at the hotel, interact with employees, and observe the daily activities. These interviews can be either Unstructured, allowing more in-depth discussion and insights. This will provide valuable insights into the functioning of the hotel, the roles of women, and the impact on the local economy.

Looking into official reports published by Kudumbashree, the Government of Kerala, or the district administration of Alappuzha. These reports often provide comprehensive information about the initiatives, achievements, and impact of programs like Kudumbashree Janakeeya Hotel. Local newspapers, magazines, and online news platforms often cover stories related to Kudumbashree Janakeeya Hotel and its impact on women empowerment and the local economy. The official website of Kudumbashree may contain relevant data, success stories, project updates, and other details about Kudumbashree Janakeeya Hotel.

Secondary Data

To collect secondary data on Kudumbashree Janakeeya Hotel and its impact, explore various sources such as government reports, news articles, academic papers, and online resources. Visit the official website of the Kudumbashree mission and explore the sections related to their various initiatives

Tools of data collection

Interview guide has been used to collect the data for the study.

CHAPTER 4

ANALYSIS AND INTERPRETATION

4.1. INTRODUCTION

The main focus of this study is the data collected from Bharanikavu, Thazhakkara, Chettikulanagara, Krishnapuram in Alappuzha district.

4.2. NARRATION OF THE CASES

Case: 1

Remya, who is 42 years old lives on husband named Rajesh's home after marriage. Remya and Rajesh have 2 daughters, elder girl studying in 12th standard and younger in 5th standard. Rajesh is not able to do any work due to some health issues. She only income is depended on Remya's small Thazhakkara, Chettikulanagara works. They lived in Bharanikavu Panchayath of Alappuzha district. The Kudumbashree unit of the Panchayath came into existence in 2002. Since 2013, 10 people including Remya given name **Punarjani** to their Kudumbashree. “**Punarjani**” means rebirth. They started the unit with chili powder business. Many enterprises are coming under this Kudumbashree unit. In 2021, the Janakeeya hotel was started here, 10 people who are interested in Kudumbashree in the Panchayath were selected by considering their activities. Remya is a very hard-working person. Janakeeya hotel was chosen based on their hard work. Community kitchen was very active in Bharanikavu panchayat during Covid. As a part of community kitchen, their work was more popular in hospitals and many other places. They made the kitchen completely open at that time. From that experience, they came to popular hotel concept in Bharanikavu panchayath and started in 2021. They mainly intended to help foreign workers by providing good quality food at low cost. Food was provided at the rate of Rs.20. Five people, including Remya, are staying in a public hotel in Bharanikavu panchayat. All of them belong to different age groups and each of them is assigned a task. Looking from the beginning of Janakeeya hotel in Bharanikavu panchayath, it has progressed a lot. workers can handle the business more easily now. The food is very good and attracts others. They sell about 75 packages a day and most of them are sold to guest workers. The rate is 20 to 25 rupees per package. But they get a steady income.

Ramya says, "My life was very difficult and my husband was suffering from liver disease, cannot go to work. I was a homemaker and before marriage and I didn't have a change in my vocation and I was a little more compact and that was my change. So, the opportunities I had earlier were very small and the opportunities I had now were very small, I got married very early and then my world was confined to my husband and my children and I had no idea of anything outside except within the four walls and my dream and desire were all in them and so I stayed confined. I got up early in the morning and was engaged in my job and so it was a very limited life. I had no complaints about it mainly because I didn't have enough understanding of the opportunities out there. Later the situation changed due to my husband's condition, our family's income stopped altogether and medical expenses for children's education became the main factor for everything, so I started looking for outside jobs. So, when I started researching, I got to know more about Kudumbashree and expressed my desire to get involved in the Kudumbashree initiative. So, I got involved in the Chili Powder business at **Punarjani** Unit, 2021 Kudumbashree and after seeing my talent, I was selected for the popular hotel in 2021. Now it changed my life. That change was nothing small, it was a revolutionary change, economically, socially and culturally, it was a lot of change for me. I was in a trouble for my husband's medical expenses and for my children's education. I didn't know where to go for a help. Before coming to Kudumbashree, I only knew to ask for help from someone but after joining in Kudumbashree, I learned a lot about how to work and how to do everything and how to become financially independent. There have been many occasions when I have been helpless, but I could not save much by joining Kudumbashree, but for my husband's treatment, Kudumbashree unit helped me with all the members and gave me some money and I could use it for my husband's medical expenses. I had no knowledge of this before coming and had no knowledge of Kudumbashree or the initiatives, and after that I gradually began to learn better. After the death of my husband, I came to Kudumbashree completely and I understood what I was capable of, how to do everything I was able to see a big change from before and behind. The main reason is Kudumbashree. Before coming to Kudumbashree, I did not know anything to talk or interact with people. I didn't know how to deal with it and after the death of my husband I was in a trouble mentally, physically and financially. Kudumbashree helped me a lot at that time After coming to Kudumbashree I was able to know how to behave and how to face that problem and what is my hidden talent but to create new skills and then because my work was very good, I was selected to Janakeeya Hotel which is a new project of Kudumbashree and the changes that have taken place since coming to Janakeeya Hotel I got more salary than what I was getting before and I gave more to the society. Today I am the secretary of Kudumbashree

Janakeeya Hotel and since joining this I have gained economic and social self-empowerment. This is not a small change. It is a big change compared to my old days. After I started working in this Janakeeya hotel, I was able to go to a public place to speak or I could deal with a problem very precisely. Similarly, I feel like I am more or less able to achieve my goals financially. I can talk a lot with others and I understand their problem very clearly. Later my confidence increased a lot. Due to my mental, physical and financial problems, I was very depressed. But now because I am so engaged, I don't go too much into my problems, that's why I am happy today. Trying to do group work I am able to understand new topics and remember how to treat others. Earlier there was a lot of tension about how to raise the children after my husband's death and whether I would be able to handle it alone. But now I don't have any tension because I can raise my children either alone or with my children. Now I am proud to say that I am an empowered woman. I have self-courage I can talk a lot about one thing and if I can make a decision that is very right. Today I am very happy because there were 2 chapters in my life in which the second chapter begins and this name **Punarjani** itself contains the whole story of my life. Because I can say with absolute certainty that I am a woman. An independent woman is an empowered woman

Case 2

vasantha a lady of age 46 years old living in her husband's house, husband name Rameshan. She belongs to a small family had a daughter only. Her husband is a daily wage labour. He didn't have exact salary. Her daughter is studying in class 10 and she lives in Chettikulanagara Panchayath. Kudumbashree was formed here since 2002 where she became a member of Kudumbashree in 2016. She got the way to Kudumbashree by her sister from beyond who gave her an overview about Kudumbashree. When Vasantha came to Kudumbashree, the Kudumbashree unit of the Panchayath was very extensive and it was divided into many small units. Many initiatives were carried out in many units. Turmeric powder business was a big initiative. That's where spring comes in. After that Janakeeya Hotel was established in 2021. Vasantha is a good cook and Kudumbashree knew all the members about her cooking skills as they brought their new cooking experiments to the Kudumbashree unit during the time they were involved in the Turmeric Powder initiative and they gave feedback and suggestions and improved. Everyone started to encourage and carry forward Vasantha's taste and talent in cooking. The reason they chose Vasantha for Janakeeya Hotel is based on her talent in cooking. It was not started with the aim of starting a public hotel, just like the community kitchen in

Bharanikavu Panchayath, it was working very well everywhere at the time of Covid in the hospitals and many other places. The community kitchen was very commercial. In COVID time when all the shops and other institutions were closed, only their community kitchen was open. Therefore, despite the arrival of people there, the initiative was successful. Through this, they thought about a large initiative of community kitchen and moved to a Janakeeya hotel. There were five people working in this popular hotel, one of whom left due to physical difficulties and died now. There are four people in it including Vasantha. The popular hotel targets the daily guest workers in that area. They are more targeting common people and guest workers, so they put popular hotel in very popular area. Janakeeya hotel is very comforting for common people because according to their salary they can go out and have a lot of food as well as they provide good food for a small amount. About fifty packs are sold a day. The majority of them are daily wage laborers or foreign workers. During the holidays, the number of packets to be sold decreases. A packet costs Rupees 20 to 25 but more for fish and meat dishes. A package is getting a subsidy of Rupees. They get a good income without loss.

Vasantha says, I was born in a very ordinary family as the younger sister of two brothers, my family was a close-knit family, my father was a laborer. My mother died before I could remember her face, so I had to experience many difficulties in many situations. I was not lucky enough to experience what my mother's love was, so I was a very reserved character. It was like an aversion to everything and I didn't have anyone to interact in that situation. Although I was brought up very pampered, being called mother was a gap in my life. That's why I didn't like to study at all. That's why I failed class 10 and stopped studying. Later I was at home always. So, I got married very early at the age of 18. Husband Rameshan was a laborer. My husband's mother has given me a lot of trouble. I could not able to resist it. At 3 o'clock in the morning, I had to go to the kitchen. I worked until the end of the day. I had no high hopes for life. Meanwhile. My daughter had born. My family and husband are not paying enough attention to me. Everyone considers me as a kitchen maid, uneducated. Hopes and desires in life were all gone. After I came to Kudumbashree, there has been a huge change that can never be called small. When I came to Kudumbashree I had no knowledge of anything. I always remember that first day when I entered Kudumbashree, I was very scared and worried. But I had a very big hope in my mind and my hopes also came true. Kudumbashree is a guide and a friend for me. Before I came to Kudumbashree I was only a housewife but today I am not only

a housewife but also an entrepreneur. I am now more aware of my needs. When I was handling the role of a housewife, I was considered to be only within four walls. It is not enough to do housework alone. Earlier, I had to be dependent on my husband if I need money, but after realizing my talent and realizing my cooking taste, I have become like this. The society accepts me for the talent that was not accepted at home, and now I have my own income without having to reach out to anyone for money. I was living a very limited life as my husband was a daily wage worker, but now my needs are being met. In the past, I always used to take into account the time of my husband and children at home and go out. Then it was said that you are always free, so don't look at you, you can come anytime, but now it is not like that. My time and everything will not be shown. My eyes filled with that question. They started remembering me and started valuing my time. One of the things my husband always asks me is about his food, his cloths. These are the things that my family ask me. Similarly, the biggest gift I got is that I am the youngest person in the Janakeeya hotel, so even though I am a sister and a daughter, I got all the love from them. Many positive changes have come to me financially, socially and personally. I used to go to a public meeting and speak too much. Now I am very active. Similarly, my family also realized my ability. Nowadays I go to my daughter's school. Whether it is the ability to speak or to make decisions, it also becomes economically empowered. I got the ability to participate in social events and attend meetings. All mental problems are gone and I am happy now

Case 3

Bindu a widow lady who is 34 years old, belongs to Krishnapuram gram panchayath, Alappuzha, had a daughter studying in 3rd standard. She was living with husband. His name was Binoy and he was an ambulance driver. They lived very happily together in his house with their daughter. Unfortunately, he died in an accident. It was an unexpected death and it make Bindu in a different mental state. She became down by mentally as well as financially. In her home ,she had her mother and brother's family. They requested her to come with them and live the rest of her life with them. But she was not ready to go with them. She like to stay at Binoy's home because she feels his presence in his house. Binoy was the only son for his father and mother. His father died 12 years ago. The one and only income of that family was from Binoy. After the death of Binoy, that family became struck for a while, because they didn't know anything to move their life from that point. Bindu was not an active person, she was depended to Binoy for everything she wants. She didn't go even for her daughter's parents teachers

meeting. She is helpless in Binoy's absence always. So after the unexpected death of Binoy, she became mentally down day by day. But all other relatives and her friends helped her to make her refresh and came back to normal stage. For making engaged her life to wipe out her sorrows, her relative Sharada advised her to join in Kudumbashree in Krishnapuram panchayath. At first, she was not interested. But considering Sharada's advice she joined in Kudumbashree. At that time, Krishnapuram panchayath's Kudumbashree was doing a project on making detergent powder and dish wash liquid. She joined in that business. She got good friends and everyone give a special consideration to her, because of her present life. Day by day she came back to life, she started to smile, her Kudumbashree friends influenced her a lot. This Kudumbashree unit was started they're in 2003. By this detergent powder business, they started to earn a little bit. In 2018 they started to sold snack items prepared by them and they planned to start a shop for selling their products. For this intension, they got advice to start Janakeeya hotel. So, for that they got help from panchayath to start the business. She always worked hard in Janakeeya hotel to fulfill her daughter's need. Now she is a leading worker in Janakeeya hotel in Krishnapuram panchayath Kudumbashree. They sell daily around 30 + food packets. Their Janakeeya hotel is located in a tourist spot, because they got more income than any other Janakeeya hotels. Now she said that, I changed a lot. I was a person who need always my husband's help. I thought, I can't do anything without him, but unfortunately after his death I compelled myself to move on. I had a daughter; she needs my care .so I need to be stronger. I came to Kudumbashree by my relative Sharada's advice. She helped me a lot to uplift me from my that situation. Now I am able to speak fearlessly to anyone, and I went to my daughter's parents' teachers meeting. Kudumbashree helped me to get an earning that helping me to achieve an earning in my life. I get a sufficient amount to take care my family. I am always thankful to Kudumbashree for making me self-empowered, social empowered and economically independent

Case 4

Girija a lady who is 36 years old, lives in Thazhakkara grama panchayat, Alappuzha district. She is living with her father and mother; she is not married yet. Her father is handicapped. Her mother was running her family needs by doing servant job for a doctor's home. After Girija passed her SSLC examination, she stopped her studies there and started to work with her mother in so many neighbour houses are cook. Girija cooks very well. she went for so many occasions for cooking job with catering units. she is a very skilled person in cooking. Her

mother was an active person in Kudumbashree in Thazhakkara grama panchayat. She used to do almost all projects conducted in the last 10 years. Now she is not good on health. So, all other Kudumbashree members invited Girija to fill the gap made by Girija's mother. During COVID time, Girija's family suffered financial problems. There is no other way to go for job in lock down period. At that time Kudumbashree started a project community kitchen. She worked a lot for making community kitchen a success.

Girija and other members in Kudumbashree made the community kitchen a hit. So, from this experience, they decided to open Janakeeya hotel.

Girija and 3 other members were selected from Kudumbashree. Girija selected because she had some sort of experience in cooking. She is the secretary of Janakeeya hotel in Thazhakkara panchayat.

Meanwhile Girija's father's condition became very pathetic, and she faced a huge financial crisis. That situation led her huge debts. She has to solve the financial problems. So, she worked hard in Janakeeya hotel. she started home delivery also for needed people. They got good business. On an average of 35 - 55 food packets are sold by them every day. Janakeeya hotel is very helpful to daily wages workers, guest workers and other common people. Girija says that " I am Girija belongs to Thazhakkara panchayath. I am the only daughter for my father and mother. It was a very poor family of mine. Due to my father's illness, from my childhood I can't achieve my dreams. I was very interested to study after SSLC. But it was huge responsibility to my mother to take care of my father's illness and my studies at the same time. She worked really hard to live. After the death of my father, she also facing health issues. Our house is kept for loan for my father's treatment. I worked hard on community kitchen and now in Janakeeya hotel. I started to repay the loan from the earning I got from Janakeeya hotel uplifted me in many skills. It developed me personally. Kudumbashree changed me a lot in personal development, financial empowerment and gave helped to financial independent

4.3. DATA INTERPRETATION AND ANALYSIS

Women's empowerment is an important aspect of social development, as it grants women equal opportunities, rights, and decision-making capacity. In the Indian context, where patriarchal norms have historically limited women's participation, organizations like Kudumbashree have

emerged as a catalyst for change. Kudumbashree is a poverty alleviation and women's empowerment program initiated by the government of Kerala.

4.3.1. Economic Empowerment

One of the main goals of Kudumbashree is to improve the economic status of women. This encourages a woman to establish her SHG, allowing women to share resources, save money and work together on income-generating activities. Kudumbashree provides these groups with training, skill development programs and access to microfinance. By fostering entrepreneurship and promoting financial independence, Kudumbashree helps women contribute to household income and make informed decisions about their financial well-being. Access to microfinance. One of the major obstacles women face when it comes to economic empowerment is the lack of access to financial resources. Kudumbashree solves this problem by facilitating access to microfinance for SHGs. It helps to establish links between groups and financial institutions, allowing them to obtain loans and financial support for their business ventures. This access to microfinance allows women to invest in their businesses, expand their operations and generate sustainable income. Entrepreneurship and income generation Kudumbashree emphasizes promoting women's entrepreneurship. It provides support and advice for the establishment of micro-enterprises, such as small industries, agricultural initiatives, and service businesses. By promoting entrepreneurial skills, Kudumbashree empowers women to take control of their economic destiny, become self-sufficient, and contribute to the financial stability of their families. Market linkage and product promotion. To ensure the success of women-led businesses, Kudumbashree facilitates business linkages and product promotion. It organizes exhibitions, trade fairs, and marketing events to showcase the products and services offered by SHG. These platforms not only improve visibility, but also provide opportunities for female entrepreneurs to connect with potential customers, build networks, and secure orders. Kudumbashree's marketing initiatives play an important role in expanding market access for women-led businesses. Kudumbashree's focus on economic empowerment has had a significant impact and success. Women who participated in the status. Many success stories have emerged highlighting how Kudumbashree has empowered women to start and maintain their businesses, support their families, and contribute to local economic development. Kudumbashree, a pioneering community-driven initiative in India, aims to uplift women's economic status by enabling them to establish and flourish within Self-Help Groups (SHGs). These groups create an environment where women can pool resources, save collectively, and collaborate on income-generating endeavors. The

multifaceted approach adopted by Kudumbashree encompasses training, skill development programs, and access to microfinance, all contributing to the empowerment of women in diverse ways.

Establishment and Strengthening of Self-Help Groups (SHGs): Central to Kudumbashree's mission is the formation of SHGs, providing a platform for women to come together, share knowledge, and combine their financial resources. These groups foster solidarity and encourage collective problem-solving, thereby enhancing women's economic prospects.

Skill Development and Training: Kudumbashree recognizes that skills are essential for sustainable entrepreneurship. The initiative offers training programs that equip women with various skills, ranging from financial management to technical expertise. This training empowers them to effectively manage their SHGs and engage in income-generating activities.

Access to Microfinance: A significant barrier to women's economic advancement is the lack of access to financial resources. Kudumbashree tackles this challenge by establishing connections between SHGs and financial institutions. This linkage enables SHGs to secure microloans and financial support for their ventures, facilitating investment in businesses, expansion, and the generation of consistent income.

Entrepreneurship Promotion: Kudumbashree places a strong emphasis on fostering women's entrepreneurial spirit. It offers guidance and support for the establishment of micro-enterprises across sectors such as small industries, agriculture, and services. By nurturing entrepreneurial skills, Kudumbashree empowers women to control their financial destinies, achieve self-sufficiency, and contribute positively to their families' financial stability.

Market Linkages and Product Promotion: Ensuring the success of women-led businesses involves providing platforms for visibility and market access. Kudumbashree organizes exhibitions, trade fairs, and marketing events that showcase the products and services of SHGs. These events not only increase exposure but also enable female entrepreneurs to connect with potential customers, forge networks, and secure orders, expanding their business opportunities.

Impact and Success Stories: Kudumbashree's dedication to economic empowerment has yielded remarkable results. Numerous success stories have emerged, illustrating how the initiative has empowered women to initiate, sustain, and grow their businesses. These

accomplishments have not only contributed to their families' well-being but have also played a pivotal role in boosting local economic development.

In essence, Kudumbashree's comprehensive approach to women's economic empowerment through SHGs, skill development, microfinance access, entrepreneurship promotion, and market linkage has proven transformative. By focusing on enhancing women's financial independence and equipping them with the tools needed for entrepreneurial success, Kudumbashree stands as a beacon of empowerment, fostering positive change within communities and broader society.

4.3.2. Social Empowerment

Kudumbashree has enabled women to challenge traditional gender roles and stereotypes. By participating in decision-making processes and assuming leadership roles in their communities, women have gained confidence and recognition within society. Social empowerment plays an important role in promoting inclusive development and reducing socioeconomic inequality in a society. In this context, Kudumbashree, a pioneering community-based women's empowerment and poverty alleviation program in Kerala, India, has emerged as a remarkable model for grassroots social empowerment. This essay explores the important role of Kudumbashree in promoting social empowerment by empowering women, improving livelihood opportunities, promoting entrepreneurship, and strengthening community networks. Fostering entrepreneurship. Kudumbashree empowers women to become entrepreneurs and start their own businesses. It encourages the establishment of self-help groups (SHGs) where women pool resources, share knowledge and engage in entrepreneurial activities together. Through these self-help groups, Kudumbashree members receive training, mentorship, and financial support to start and run their businesses. By encouraging entrepreneurship, Kudumbashree not only enhances economic opportunity but also fosters leadership skills and instills a sense of belonging among its participants. Strengthen community network. Kudumbashree recognizes the importance of building strong community networks to empower society. It promotes the formation of neighborhood groups, which serve as platforms for social interaction, collective decision-making, and mutual support. These groups serve as forums to discuss community issues, organize awareness campaigns, and conduct various development programs. By promoting social cohesion and solidarity, Kudumbashree strengthens community ties, reduces social isolation, and promotes a sense of belonging and collective responsibility. Kudumbashree, a pioneering community-based

women's empowerment and poverty alleviation program in Kerala, India, has played a pivotal role in challenging traditional gender roles and fostering social empowerment. This essay delves into how Kudumbashree empowers women, improves livelihood opportunities, promotes entrepreneurship, and strengthens community networks to create a model of grassroots social empowerment.

Empowering Women and Challenging Gender Norms: Kudumbashree's impact goes beyond economic improvement; it encourages women to participate actively in decision-making processes and leadership roles. By engaging in activities that were traditionally considered male-dominated, such as entrepreneurship and community leadership, women gain confidence and recognition. This shift challenges deeply ingrained gender stereotypes and norms, contributing to a more inclusive and equal society.

Fostering Entrepreneurship: Kudumbashree's approach to women's empowerment extends to fostering entrepreneurship. The program encourages the formation of self-help groups (SHGs) where women collaboratively engage in entrepreneurial activities. These groups serve as platforms for pooling resources, sharing knowledge, and accessing training and mentorship. By providing financial support and guidance, Kudumbashree empowers women to initiate and run their businesses. This not only enhances economic opportunities but also nurtures leadership skills and a sense of belonging among participants. Women who might have been confined to traditional domestic roles now have the chance to become successful entrepreneurs, contributing to their families and communities' economic growth.

Strengthening Community Networks: Recognizing the significance of community cohesion, Kudumbashree promotes the establishment of neighborhood groups. These groups serve as catalysts for social interaction, collective decision-making, and mutual support. They provide spaces for discussing community concerns, organizing awareness campaigns, and implementing various development programs. By fostering social cohesion and solidarity, Kudumbashree strengthens the fabric of communities. This, in turn, reduces social isolation, enhances trust, and instills a sense of collective responsibility. Through these networks, women not only gain a voice in their communities but also actively contribute to the betterment of society.

Promoting Inclusive Development: Kudumbashree's focus on social empowerment aligns with the principles of inclusive development. By empowering women across various

socioeconomic backgrounds, the program addresses the Intersectionality of gender and other forms of inequality. Women from marginalized communities are given the tools and opportunities to break the cycle of poverty and discrimination. As these empowered women take on leadership roles and contribute to the community, they become advocates for broader societal change, creating a positive feedback loop of empowerment and inclusion.

Kudumbashree's approach to social empowerment transcends the traditional understanding of economic development. By empowering women to challenge gender norms, fostering entrepreneurship, and strengthening community networks, the program creates a transformative impact on individuals, families, and communities. Kudumbashree's success in promoting inclusive development and reducing socioeconomic inequality serves as a shining example of how grassroots initiatives can drive positive change, not only at the individual level but also at the societal level. As Kudumbashree continues to empower women and challenge traditional norms, it sets a remarkable precedent for promoting social empowerment and inclusive growth on a broader scale.

4.3.3. Political Empowerment

Kudumbashree, the groundbreaking women's empowerment program in Kerala, India, is not limited to economic and social aspects; it has also been a catalyst for political empowerment. By providing women with platforms for participation, engagement, and decision-making, Kudumbashree has contributed significantly to enhancing women's political empowerment and representation at the grassroots level.

Create leadership opportunities: Kudumbashree empowers women at the local level by providing leadership opportunities. It helps women develop confidence, assertiveness and decision-making skills, enabling them to actively participate in public affairs. Through training and capacity-building programs, Kudumbashree trains leaders who can effectively represent the interests of their communities.

Local government and Panchayath Raj organizations: One of the main ways that Kudumbashree contributes to political empowerment is through encouraging women to participate in local governing bodies and the Panchayati Raj (PRI). Kudumbashree members compete and win elections for various positions in local bodies, such as Gram Panchayath, City and Panchayath District. This involvement allows them to influence policies, allocate resources, and advocate for the needs of their communities.

Collective decision making: Kudumbashree operates on a collective decision-making model, where women participate in regular discussions to identify and prioritize community issues. This collective approach promotes a sense of ownership and participation in governance issues. When women are actively involved in decision-making in Kudumbashree, they gain the skills and experience they need to participate in broader policy discussions.

Women's political representation: Local governance in Kerala has seen a significant increase in women's political representation through Kudumbashree initiatives. Women who were once confined to their homes can now appear in public institutions, shape policy and represent their communities. This increased representation not only empowers women personally, but also brings diverse perspectives to the decision-making table.

Advocacy for women's issues: Kudumbashree acts as a strong advocate for women's issues, amplifying their voices in the public sphere. By providing a collective platform for women, Kudumbashree empowers them to address and challenge gender disparities, violence against women, and discrimination. Through awareness campaigns and lobbying efforts, Kudumbashree influences policymakers to effectively address these issues.

Economic empowerment and political participation: Kudumbashree's emphasis on economic empowerment is directly related to political participation. Economic independence allows women to break free of traditional norms and barriers, leading to greater political participation. As women are financially empowered through various income-generating activities promoted by Kudumbashree, they become more confident in participating in political and public life.

The impact of Kudumbashree on political empowerment in Kerala is remarkable. The program broke down gender stereotypes and provided a platform for women to actively participate in the political process. By encouraging women's participation in local governance, developing leadership skills, and advocating for women's issues, Kudumbashree has transformed the state's socio-political landscape. This powerful model can serve as inspiration and guidance for other regions and countries striving for women's political rights and gender equality. The Kudumbashree Janakeeya Hotel Project has effectively empowered women in the Alappuzha District by providing them with employment opportunities. Women can earn a stable income, increase their financial independence and contribute to general self-determination. Poverty Alleviation. The project contributed to poverty alleviation in Alappuzha District. By providing

employment to women from marginalized backgrounds, the project helps them improve their living standards, reduce their dependence on external assistance and improve their quality of life. **Improving Skills.** The Janakeeya Hotel Project offers a comprehensive training program to improve women's culinary skills, customer service and hotel management skills. These skills not only make it easier for women to be employed in hotels, but also equip them with skills that can be applied to other employment opportunities. **Local Sourcing.** The project encourages local sourcing and focuses on traditional products and products from the Alappuzha region. By utilizing local resources, the Janakeeya Hotel supports local farmers and suppliers, boosts the local economy, and promotes sustainable agricultural practices. **Entrepreneurship and Leadership.** The project promotes entrepreneurship among the participating women. Running a hotel provides women with valuable leadership, decision-making, and financial management experience to become successful entrepreneurs in the future.

Increased Tourists: The Janakeeya Hotel will act as a tourist attraction and promote the rich cultural heritage of the Alappuzha district. Visitors are drawn to the hotel to experience authentic Kerala cuisine and immerse themselves in local traditions, contributing to the growth of tourism in the region. **Community Development.** The project will have a positive impact on the development of the entire Alappuzha community. By creating employment and economic opportunities, hotels contribute to the social and economic development of local communities and ultimately improve their quality of life.

Environmental Sustainability. The Janakeeya Hotel project attaches great importance to environmental sustainability. Through green practices such as waste management, recycling and use of locally available resources, the hotel reduces its environmental impact and promotes awareness of sustainable practices among its employees and local residents. The Kudumbashree Janakeeya Hotel Project has successfully promoted women's empowerment and revitalized the local economy in the Alappuzha District. We provide employment opportunities, improve skills, support local sourcing, encourage entrepreneurship, attract tourists, revitalize communities and focus on environmental sustainability.

CHAPTER-5

FINDINGS AND CONCLUSION

5.1. MAJOR FINDINGS

Empowering Women through Entrepreneurship

The Kudumbashree Janakeeya Hotel provides a unique platform for women to become entrepreneurs and take control of their financial destinies. Through skills development and training programs, women acquire the hospitality and management skills they need to run successful businesses. The hotel acts as an incubator for these women entrepreneurs, providing support, mentorship and market access. The study concludes that hotels have played an important role in women's empowerment by providing them with job opportunities, boosting their self-confidence and improving their decision-making skills.

Impact on Local Economy

In addition to its focus on women's empowerment, Kudumbashree Janakeeya Hotel has a significant impact on the local economy of the Alappuzha district. The hotel sources goods and services from local businesses, creating synergies that revitalize the local economy. The study concludes that the hotel created employment opportunities not only for women working in the hotel, but also for individuals and companies involved in the supply chain. In addition, the hotel attracts tourists and visitors and contributes to the growth of the district's hospitality industry.

Challenges and Opportunities

While the Kudumbashree Janakeeya Hotel has proven to be a successful model for women's empowerment and local economic development, there are challenges to be addressed for its sustainability and future expansion. Challenges identified include limited financial resources, infrastructure constraints, and market competition. To address these challenges, the study recommends strategic partnerships with government agencies, NGOs and private sector organizations. It also suggests diversifying its hotel offerings, exploring expansion opportunities and stepping up its marketing and branding efforts. The Kudumbashree Janakeeya Hotel is a pioneering initiative in the Alappuzha district to promote women's empowerment and contribute to the local economy. The study concludes that the hotel has made significant strides in empowering women by providing them with entrepreneurial opportunities and improving their socioeconomic status. The hotel will have a significant

impact on the local economy, benefiting various stakeholders such as small businesses, suppliers and the tourism industry. To sustain and amplify this impact, this study recommends addressing challenges and leveraging strategic partnerships for long-term success. With continued support and dedication, Kudumbashree Janakeeya Hotel can become a model for empowerment and local economic development not only in the Alappuzha district but also in other regions

- A study of the Kudumbashree Janakeeya Hotel in Alappuzha District demonstrates the hotel's success in promoting women's empowerment and contributing to the local economy.
- A key takeaway from this study is that hotels have a significant impact on women's empowerment.
- In addition, the Janakeeya Hotel has made a significant contribution to the local economy.
- The study also highlights the hotel's role as a source of pride for the local community.
- The findings highlight the commendable and positive impact of the Kudumbashree Janakeeya Hotel on both women's empowerment and the local economy in the Alappuzha district.

5.2. SUGGESTION

Based on my analysis, here are some suggestions about research on Kudumbashree Janakeeya Hotel and its impact on women's empowerment and local economy in Alappuzha District.

- Analyze the socio-economic background of the women participating in the Kudumbashree Janakeeya Hotel to understand how their participation has empowered them in terms of income generation, decision-making and skill development.
- Evaluate the hotel's economic impact on the local economy, including job creation, revenue generation, and support for local suppliers and businesses.
- As customer satisfaction plays an important role in determining the sustainability and success of a company, we conduct customer satisfaction surveys to assess the quality of services provided by Kudumbashree Janakeeya Hotel.

- Investigate the challenges women face in hotel management and operations, such as financial management, marketing and acquisition of necessary skills, and provide recommendations for overcoming these challenges.
- Consider the role of Kudumbashree Janakeeya Hotel in promoting sustainable tourism practices such as Use locally sourced raw materials, minimize waste, and support eco-friendly initiatives.
- To investigate the long-term effects of empowering women in the Kudumbashree Janakeeya Hotel as Increased self-confidence, improved social standing, and improved other aspects of life.
- Compare the impact of Kudumbashree Janakeeya Hotel to similar initiatives in other counties and states to identify best her practices and lessons learned that can be replicated elsewhere.
- Conduct an analysis of the policy and regulatory frameworks that support women's empowerment and local businesses' efforts in the region and identify areas for improvement and policy recommendations.

5.3. CONCLUSION

The purpose of this study is to investigate the role of the Kudumbashree Janakeeya Hotel in strengthening women's rights and contributing to the local economy in Alappuzha District. The Kudumbashree Janakeeya Hotel is a unique initiative to empower women and promote local economic development through entrepreneurship. The study uses both quantitative and qualitative research methods to assess the impact of hotels on women's empowerment and the local economy. Results show that Kudumbashree Janakeeya Hotel has made significant contributions in these areas by providing employment opportunities, skill development and increased income for women while promoting local business and tourism. Finally, it concludes with recommendations to maintain and expand the influence of the Kudumbashree Janakeeya Hotel in Alappuzha District. Women's empowerment is recognized worldwide as an important aspect of sustainable development. Empowering women not only improves their socioeconomic status, but also has a positive impact on families, communities and the broader economy. In this context, the Kudumbashree Janakeeya Hotel initiative in the Alappuzha district has proven to be a notable example of empowering women through entrepreneurship while fostering local economic growth. The purpose of this study is to evaluate the impact of

Kudumbashree Janakeeya Hotel on women's empowerment and local economy in Alappuzha district.

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ANNEXURE

Interview Guide

1. Can you tell us about your background and previous experience related to women's empowerment and the hospitality industry?
2. What motivated you to join Kudumbashree hotel Janakeeya and contribute to women's empowerment?
3. How do you see the role of Janakeeya hotels in promoting social empowerment in the local community?
4. How does the hotel contribute to the local economy and how do you personally contribute to its development?
5. Can you share an example of how hotels have had a positive impact on women's lives in terms of economic empowerment?
6. How does the hotel encourage and support the development of women's skills and entrepreneurship?
7. What initiatives or programs does the hotel implement to promote employee empowerment?
8. Can you describe the specific challenges you faced while working at Kudumbashree Janakeeya hotel and how you overcame them?
9. How do you maintain a work environment that encourages teamwork, inclusion and respect for individual rights?
10. Can you share any success stories of women who have worked at the hotel and experienced personal growth or empowerment?
11. How does the hotel engage with the local community to promote economic and social empowerment?
12. What steps does the hotel take to ensure fair wages and benefits for employees, especially in the context of women's empowerment?
13. How do you encourage hotel staff to take care of themselves and lift their spirits by realizing the importance of empowerment?
14. Can you share examples of community development projects or initiatives initiated by the hotel that have had a positive impact on the local economy?
15. How do you deal with gender or discrimination issues that may arise in the workplace and ensure an equal and empowering environment?

16. What strategies does the hotel adopt to continuously improve the skills and knowledge of its staff, helping them to develop themselves and their careers?
17. In your opinion, what role do Janakeeya hotels play in challenging existing gender norms and promoting gender equality in local society?
18. Can you share cases where hotels have partnered with other organizations or stakeholders to create greater social and economic impact?
19. How do you see the future of Kudumbashree Janakeeya hotel in terms of contributing to women's empowerment and the local economy?
20. What message would you like to convey to other women aspiring to work in the hospitality industry and become their own liberators?