Awareness knowledge programmes for empowerment of rural women of Punjab

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ABSTRACT

Rural people’s sources of livelihood are diverse. Farming is the major source of income to a large majority. Livelihoods that include women’s participation are substance production, commercial agriculture and home based or small scale business enterprise activities. Despite the technical as well as social development taking place in India, rural women are still facing hardships and remain at the background of modernization. Therefore, in this context, under AICRP (All India Coordinated Research Project, Directorate Research on Women in Agriculture, Bhubaneswar) – FRM component made an attempt to empower the rural women under the objective of empowerment of rural women through Resource Management Practices and drudgery reducing technologies. For this purpose, five villages were adopted in Ludhiana District namely Mansura, Mohi, Gahaur, Bhanaur and Hassanpur. The need based trainings were conducted under Awareness Knowledge Programmes to the rural women for capacity building and to generate income for enhancing the quality of life of their families. These trainings were conducted on fabric painting, candle making, jewellery making and preparation of eco-friendly cleaning agents. Trainings were also imparted to make the rural women aware regarding the use of solar energy, conservation of water and fuel at household level, consumer rights and responsibilities and also drudgery reducing technologies. It is therefore, recommended that rural women need appropriate motivation to use and adopt the knowledge and skills given to them through these training programmes for capacity building and income generation.

KEY WORDS: Awareness, Knowledge, Empowerment, Drudgery reducing.


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