

A CONCEPTUAL STUDY ON SUBHADRA YOJANA IN ECONOMIC UPLIFTMENT OF WOMEN IN ODISHA

Dr. Prakash Kumar Pradhan

Assistant Professor in Commerce
Government Women's College, Puri
Ghoda Bazar, C. T. Road, Puri, Odisha, 752001
Cell: 07008825772, Email: mail2icm@gmail.com

Abstract

India is a welfare state and the duty of Central and State Govt. to uplift the weaker and vulnerable groups of the nation. To uplift these group in Odisha on 17th September 2024, the 74th birthday of Prime Minister of Bharat Sj. Narendra Damodar Das Modi lunched the Subhadra Scheme for Odisha. The new Government in Odisha has taken a bold step towards the largest women upliftment scheme with a financial need of more than Rs. 65, 000/- crores. In this scheme the women in Odisha are the beneficiary and will get an amount of Rs. 5000.- semi-annually for a period of 5 years with total amounting Rs. 50000/- to each beneficiary. The main objectives behind the scheme are to empower Gramin Women with self-sufficient and driver for their house hold income. The scheme encourages women entrepreneurs to make their small units active and show the local to vocal class in global era. The units like candle making, Diya making, Mushroom cultivation, Manufacturing of Mushroom seeds, Puffed Rice making, Mehendi Manufacturing, Paper Udyog for carrying materials, Nuts selling, Poultry farming, Udyan Krushi, paper plate, Paper cup, Bee farming, Flori culture, Vegetable vending's and many more to say. Without the help of any financial loans from banks and financial intermediary, women in Odisha now start their own unit. With a group of 4-5 members now they run small and cottage industries. The author makes an attempt to understand the concept of Subhadra Yojana and its impact to achieve the goal of scheme. This is a conceptual paper based on the facts of Subhadra scheme published by Odisha State Government, News bulletins published in daily newspapers and reports published by Government and agencies.

Keywords: Subhadra, Women Empowerment, Economic Upliftment, Financial Intermediary

INTRODUCTION

Empowerment is the process transforming the choices of individuals to desired actions and outcomes. It enhances the ability of individuals in decision making and be participative in different sectors. Empowerment requires advanced thinking that gives the way of development. Empowerment is the act of giving people the power and authority to make decisions and act on their own behalf. It is the key to provide social justice to vulnerable groups and empowerment helps in doing so. Women empowerment is the process of giving women the power to make choices and take own decisions in every field of life. It is the factor that strengthen their participation in the socio- economic development of the nation. India is going to be the 3rd largest economy in the globe with 5 trillion economy and the role of women is important to achieve it. The role of women is vital in converting the devoping India to developed India status. Around 50% of Indian population covered by Women. Women Empowerment means encouraging women to be self-reliant, economically independent, have positive self-esteem, generate confidence to face any difficult situation and incite active participation in various social-economic development. Education and employability play a vital role for the prosperity and growth of women. In particularly the growth of women in respect of economically helps to boost their inner potential to a greater high. Many schemes and policies of both state and central government play important role for women empowerment.

Subhadra Yojana: Focal Points

The scheme was announced by the Chief Minister of Odisha Sj. Mohan Charan Majhi during the election in their general election 2024 manifesto. The name Subhadra is setback in the name of Goddess Subhadra, the only sister of Lord Jagannath and Balabhadra. The scheme is lunched with an objective of transformative change in the life style of women in the state of Odisha. In this scheme the beneficiary of the state will receive the total financial assistance of Rs. 50,000/- in five years, which is distributed to then in 12 equal instalments of Rs. 5000/- in each six months. As per the Government of Odisha fact sheet report an amount of around Rs. 55,000 crores will provide under the scheme to the beneficiary in next 5 years for upliftment of women in the state. The women of the state belong to economical weaker section and with the age group from age 21 to 60 are the key beneficiary for this scheme. The family member of government employee, pensioners and the beneficiary of other government scheme are not coming under this basket. One Crore six lakh applications received from

the intended beneficiary as on dated 28.11.2024. The number of beneficiaries received their first instalment as follows:

Sl. No.	Date of Sanction	No. of Beneficiary Recieved	Total amount Received
1.	17 th September	25 Lakhs	1250 Crores
2.	9 th October	39 Lakhs	1950 Crores
3.	24 th November	20 Lakhs	1000 Crores
4.	Total	84 Lakhs	4200 Crores

Sources: Daily Sambad English dated 28/11/2024// 12:17 pm

Subhadra key points

As per the guideline of the Scheme, the flagship scheme Subhadra was lunched in Odisha with a goal to financially empower women and provide safety to them and their family members. This scheme with strengthen the economic condition and employability of the beneficiary. This scheme helps in improving income, employability, health, education, nutrition of their family members. This scheme undertakes to be a digital transaction enabled society in Odisha. They adopt the employability schemes like horticulture, Pisciculture, agro entrepreneur, mushroom farming, paper cup and plate making, diya making, egg processing, spaces management, vegetable farming, pen making, candle making in group or in Individual without the support of any financial body. This is an opportunity for all Odia Women to become an entrepreneur and make their face upward by taking the scheme ahead.

REVIEW OF LITERATURE

Shovarani K, V. (2021) stated that women empowerment is to increase the spiritual, political, social, educational, economic strength of individuals and communities of women. In 21st century women empowerment is a global concern for sustainability of economy. Initiative must be taken by the local and vocal government and private players to create an environment for creating opportunities for women in every sphere of the globe such as social, political and economic.

Mundhe E. (2021) analysed that women empowerment in India faces numerous problems and challenges. Women in India are relatively underdeveloped and despite many efforts by the government. They are somewhat inferior to men. Gender gaps exist regarding access to education and employment. The power of decision-making at home and the freedom of movement of women vary greatly in their age, education and employment status. Rural women are more likely to experience domestic violence than urban women. The gender gap is also very large in political participation.

Pradhan P. K., Badaraita S. & Bai G. (2018) states that empowerment means increasing the capacity of individuals or groups to make effective development and life choices and to transform these choices into desired actions and outcomes. It is by nature a process and/or outcome. Employability is the key factor to eradicate the gender discrimination in the globe.

Pradhan P. K. & Bai G. (2017) studied the importance of self-help group in bringing about financial inclusion. The paper studies impact of the increasing gap in demand and supply of financial services in India which has led to the increasing population of the country to be excluded from the formal financial credit system.

Pradhan P. K. Pranita T. & Deep B. (2014) concluded many strides have been made in the right direction and women are in the process of empowering themselves and NGOs that provide support in financial services and specialized training, have a greater ability to make a positive impact on women empowerment.

Ready B. R. P. (2021) analysed that women upliftment socially, economically, educationally politically and legally is going to be a global task. It takes time to change the culture of disregard for women which are so deep-rooted in the globe. The efforts of the Government are still inadequate and the process of empowering women in developing nation like India has a long way go. There is need for complete abolition of social practices such as dowry, sati, female infanticide, permanent widowhood, child marriage and many more.

Objective of the study

- ✓ To the study concept of Subhadra Scheme
- ✓ To understand the economic impact of Subhadra Scheme
- ✓ To understand the prospective implementation Practices of the scheme funds

Limitation of the study

- ✓ Study is based on Secondary Sources of data and it may have its own limitations.
- ✓ Study is based on historical data and in changing economic condition it may vary.

Challenges in Economical Upliftment of Women

Economic upliftment of women particularly in developing country like India is facing numbers of obstacles. There are many challenges yet to overcome by the policy makers in India. Both central and state Govt is doing the right thing in economic upliftment of women by proving direct benefit to women in all their schemes. The

basic challenges face in uplifting women are Education, poverty, healthy, safety, professionalism, household terms, unemployment and social condition.

In India the literacy gap between women and men is wide. Gender bias in higher education strongly influences women in employment on top level and middle level management in various organisation in different fields. Poverty brings exploitation of women as domestic helpers and the use of their skills are negligible in the society. Health issues are the bigger challenges in case of women in India. It plays an important factor in the valuing employability of women. Inequality faced in employment and promotion are reasons of economic upliftment. In male dominated environment, the working culture are not suitable for women. In small but important ways family relationships are showing the hurdles for the cause. In social system and practices there are number of undocumented conditions imposed to women while outing their step for employment which more stive the super growth of upliftment to a downward trend.



FINDING OF THE STUDY

There are various schemes implemented by different government bodies time to time and the beneficiary received their financial assistance regularly. But due to the negligence of proper control and guidance the grant diluted with other purposes. After 77th years of independence, various laws have been made but the untouchability of women in economically and financially have not reduced. Despite of the above facts schemes like Subhadra yojana in Odisha will enforce for the strengthening of women economically. After carefully analysis of the scheme document and conversation with scheme beneficiary, this may act as a weapon for cutting down the gap between male and female. This scheme will produce number of entrepreneurs in the state particularly women entrepreneurs in various segment. As the scheme has no financial burden of repayment by the beneficiary so they may use it properly and make it use for capital investment purpose. Second thing though the scheme has the aim to provide Rs. 50,000/- financial assistance to them, but they sanction it with 10 equal instalments which may help them for use of the fund in crisis situation. Thirdly with the scheme they use the funds in making smaller groups and take large units of production where the skills of the group members are shared with equality in ownership. It will also develop their leadership quality and professionalism in work life balancing.

CONCLUSIONS

India is aiming to be the third largest economy of the world and \$ 5 trillion economy in next three years. Under the Vikasit Bharat 2047 we are targeting to be the developed nation in the 100 years of Independence. To achieve the above target, skill full utilisation of human resources as well as the other factors of production is essential. Male and female are the to sides of same coin where both have equal opportunity and responsibility for the growth of the nation. Economic upliftment of the nation is possible when the proper utilisation of women will be done. Financially, Economically, Politically, socially and mentally the involvement of women in decision making is essential. Subhadra scheme will provide a milage to boost the economy to the next high in

Odisha. Social and economic upliftment of women will drastically change the social practices in Odisha. This scheme will eradicate the poverty and create new entrepreneurs in the state. Economically untouchability will remove by this flagship program. Subhadra is the key contender for establishing global market with local knowledge. Subhadra scheme will be game changer for Gramin economy.

REFERENCES

- [1] Pradhan P. K., Badaraita S. & Bai G. (2018) – A Conceptual study on the socio Economic conditions of soura tribes of Gajapati district in Odisha, Economic Development of India, ISBN – 9789387662179, pp. 9-15.
- [2] Pradhan P. K. Pranita T. & Deep B. (2014) - An Empirical Analysis on the Impact of Group Work for the Success of Self Help Groups in Ganjam, Gajapati and Rayagada district of Odisha”, Published in GCK Research Review, The Journal of Government College, Koraput, Volume-1, Issue-I, November 2014, pp-47-58.
- [3] Pradhan P. K. & Bai G. (2017) – Role of Financial Inclusion in Including the financially Excluded, financial inclusion and rural development, pp.1-14, ISBN: 9789386608048
- [4] Pradhan P. K., Badaraita S. & Bai G. (2018) – A Conceptual study on the socio-Economic conditions of soura tribes of Gajapati district in Odisha, Economic Development of India, ISBN – 9789387662179, pp. 9-15.
- [5] Pradhan P. K. Pranita T. & Deep B. (2014) - An Empirical Analysis on the Impact of Group Work for the Success of Self-Help Groups in Ganjam, Gajapati and Rayagada district of Odisha”, Published in GCK Research Review, The Journal of Government College, Koraput, Volume-1, Issue-I, November 2014, pp-47-58.
- [6] Pradhan P. K. (2018) An Empirical Analysis on working models of self help group for their successive Mantra: A case on different Blocks of Koraput district of Odisha, Frontiers of Inclusive Growth, ISBN-9789387662278, pp. 1-15
- [7] DOI: <https://doi.org/10.46501/IJMTST0711021>
- [8] <https://sambadenglish.com/latest-news/subhadra-yojana-odisha-focuses-on-districts-having-more-rejection-of-applications-for-verification-7614780#:~:text=As%20many%20as%2080%20lakh,phases%20of%20the%20first%20installment%20dated%2028%2F11%2F2024%2F%2002.20>