

EMPOWERING WOMEN IN COMMERCE: A PATHWAY TO GENDER EQUITY

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ABSTRACT:

Women's emancipation in commerce is one of the ways that will ensure equality as well as ensure that people will engage in economic activities sustainably. This paper aims at reviewing the complexity of challenging systems and the essentials in combating this to give women a chance to pursue their careers in the commercial world. Some include; promoting education, knowledge, and support among female entrepreneurs, promoting socially-appropriate practices and policies in workplaces, and finally using technology to link female entrepreneurs to the international market. Gender equality empowers women, helps in the development and sustains technological and economic advancement and reduces gender inequalities. Still, the cultural expectations put forward on one gender and protection and utilization of resources and fair representation opportunity in leadership are great barriers yet to be conquered entirely. As such, this study calls for concerted development from governments, businesses and communities by especially because women play an important role in commerce. Solving these matters enables societies to realize the full potential of women and achieve social and economic change featuring equality and inclusive development for everybody.

Keywords: Women Empowerment, Gender Equity, Commerce, Economic Development, Entrepreneurship, Inclusive Policies, Workplace Equality, Mentorship.

Introduction:

The emancipation of women in commerce in the contemporary globalised world needs to be seen not only as a question of justice but also as a problem of development. Equality for men and women in a business setting is not only the right thing to do, but is also financially smart. Unfortunately to this date, women have not had equal opportunities to participate in commerce and business, though recent decades have brought some essential advances. The barriers, such as the different access to finance and other resources, mean that women are unable to achieve their full potential as leaders and executives, as well as decision-makers of businesses. Hence, while women Canaanites prosper individually when empowered by equal opportunities to engage in commerce, it is not a lone victory. Recent global studies prove that gender-diverse boards yield greater innovation, social and financial corporate performance as well as crisis preparedness in the face of increasing market dynamism. Fostering the women of commerce doesn't only provide a better chance of economic improvement, but it also tends to find solutions that are associated with social issues like poverty, health, and education, and others.

By focusing on implementations to empower women in commerce, this chapter develops the initiative as a magnificent mode through which way society will triumph over the inequality between the two genders in the corporate world and in the general population. And it will discuss types of obstacles women meet, stress the methods of how to overcome these challenges, and demonstrate that gender equality can significantly change companies' perspectives. Understanding what leads women to achieve success and supporting their efforts to change organizational practices and policies can serve as a basis for the creation of a society in which women can be active players in the commercial world and thereby make the world better and more prosperous for everyone.

Objectives:

Equality of women should be enforced wherever, and in all domains of life, from accessing education or employment, to participating in the decision-making process.

En-shrine laws, social transformations and resources to fight discrimination, harassment and violence against Women.

Ensure that our academic syllabuses are developed with gender sensitive to enhance that aspect of gender sensitivity at young ages.

The following are the Strategies in empowering women in Commerce:

Education and Skill Development

Equal rights, education, and possibilities to receive qualified training enable women to become current leaders in business. Gender sensitive literary, STEM and business initiatives prepare them for markets, hence creating equal opportunities for them.

Access to Finance and Resources

Allowing women to access funding from Micro financing, grants, and investments makes them establish and expand businesses. Financial needs of women accessing microcredit can be met by appropriate products and services.

Mentorship and Networking

Training and supporting female trainers while developing a database of professional contacts provides expertise in the tasks performed by women. Some such measures can also be used to enhance the enablement of professional women by offering them the appropriate mechanisms by which they can deal with the various challenges that may be noticed in the work place.

Policy Advocacy and Legal Reform

Those are such policies as equality in remuneration and anti- discrimination laws, since they promote equality between men and women. Enhancing adequate legal barriers against working environmental harassment and bias guarantees women's safety.

Inclusive Workplace Practices

Hiring of women and minorities, flexible work arrangements also ensure the incorporation of women into commerce desired by society. It will also show how these practices assist to manage work-life balance accordingly:

Leveraging Technology

The women's ability to access additional markets through digital products, electronic commerce, and technology-related tools is the key to growth. Training in these areas is important when working in an environment shaped by current economic conditions.

Public-Private Partnerships

Combination of effective multilateralism through government/business/NGO cooperation as a way of promoting and facilitating Women’s Welfare through mechanisms of program support, infrastructure provision and resource sharing among governments, businesses and NGOs.

Community Engagement

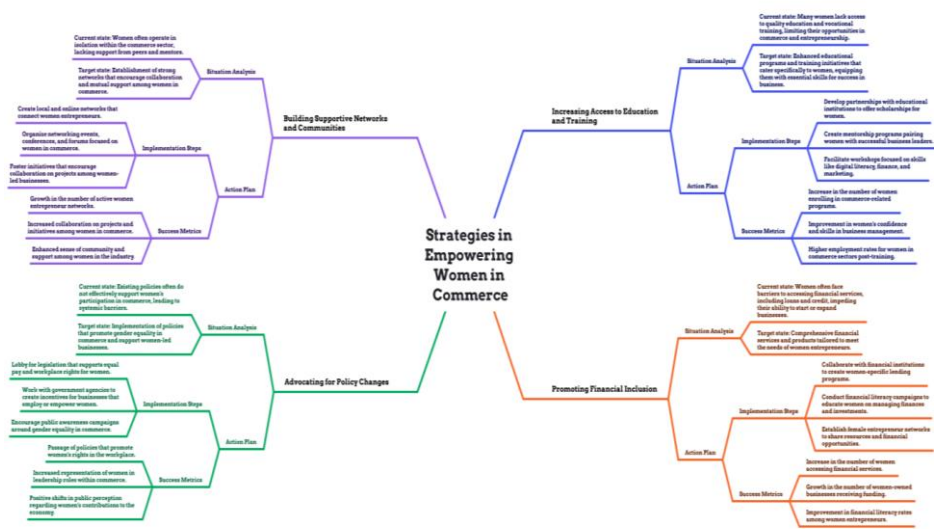
Small scale organizations, co-operatives, and local endeavours present chances for-the women to make enhanced participation in business. Promoting community-based enterprises leads to the achievement of the objective of strengthening an inclusive economy.

Awareness and Mind-set Change

By portraying systematic structural change in normative campaigns, the incidence and acceptance rate of female leadership and business propulsion would be enhanced. Such types of encouraging success stories of women leaders should be brought out so that others may also do the same.

Data-Driven Strategies

Gathering and intimating information on women in commerce assists in evaluating the problems encountered as well as the development and transformation of interventions to create more efficiency in delivery. The goal of evidence-based approaches is to find out where resources should be utilised in a most effective way.



Advantages of Empowering Women in Commerce

Economic Growth and Development

Employing women boosts commerce and the economy, enhances GDP and creates more employment. Which in turn allows women to increase household income and to help stimulate their local economy.

Diverse Perspectives and Innovation

They genuinely contribute to the idea of improved decision-making and creativity whenever they are involved in business. That is why inclusive leadership increases business productivity and leads to more favourable outcomes.

Improved Social Equity

Woman's emancipation in business erases inequality and brings equity in society in the form of commerce. These confusion serves to inspire the next generation to help change society for the better, to make it more diverse and less biased.

Stronger Communities:

This paper tries to demonstrate that female entrepreneurs have a high propensity to reinvest in their community-related areas such as education, health and social welfare. The sexual bias of female entrepreneurs makes them engage in business primarily for the purpose of contributing to social needs which affect the general society.

Reduction in Poverty

The giving of capital to women should assist alleviate poverty impacting people's people at one and group levels.

Disadvantages and Challenges in Empowering Women in Commerce

Cultural and Social Barriers

In some regions, societal norms and stereotypes hinder women's active participation in commerce. Traditional gender roles may conflict with professional aspirations, limiting women's opportunities.

Lack of Access to Resources

It is crucial that female entrepreneurs recognize that they will encounter obstacles when searching for financing, guidance, and key business support. There are prejudices in public and private finances that make it almost impossible for women to get loans or investments.

Balancing Work and Family Responsibilities

A woman is likely to be overworked due to her career and the caregiving roles she has to undertake, thus making her less effective when it comes to also expanding the business.

Gender Discrimination in the Workplace

They contribute to the following: wage of women's milestones; wage discrimination, no promotions and sexual harassment.

Limited Representation in Leadership Roles

They then compromised the senior leadership and decision-making positions for women, hence slowing down the progress of gender equality.

Resistance to Change

Such barriers may entail structural and institutional at policy level, which may hinder gender equity processes reform.

Economic Risks

Campaigning for women's businesses entails costs that need to be incurred first and if not properly controlled they end up being very expensive for governments or organizations.

Conclusion:

Women's emancipation in commerce is one of the ways that will ensure equality as well as ensure that people will engage in economic activities sustainably. This paper aims at reviewing the complexity of challenging systems and the essentials in combating this to give women a chance to pursue their careers in the commercial world. Some include; promoting education, knowledge, and support among female entrepreneurs, promoting socially-appropriate practices and policies in workplaces, and finally using technology to link female entrepreneurs to the international market. Gender equality empowers women, helps in the development and sustains technological and economic advancement and reduces gender inequalities. Still, the cultural expectations put forward on one gender and protection and

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