



Women's Involvement In An Unorganized Sector: The Success Story Of Ruma Devi From Barmer In Rajasthan

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Abstract

The fundamental focal point of the paper is to comprehend the job of women working in an unorganised area. The connection between country's success and women condition can be comprehended by the adage given by Dr. A.P.J. Abdul Kalam, "Empowering women is a prerequisite for creating a good nation, when women are empowered; the society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation." In addition, this paper has been intended to investigate the example of overcoming adversity of Ruma Devi from barmer in Rajasthan, who stitched her good fortune with handcrafted talent and fought difficulties to support 22,000 women in becoming economically independent and how she managed to come up with her own solutions to the problems, faced with a variety of struggles in her life and work environment, and emerged as a famous and successful business woman.

Keywords: Women Activism, unorganised sector, women worker, success story, women involvement.

INTRODUCTION UNORGANISED SECTOR

In 1971, Hart first utilised the term unorganized sector, defining the disorganized sector as the portion of the workforce that doesn't fall inside the organized workforce market. It is India's biggest economic sector in perspective of employment of the labours, and where women make up about half (49.7%) of the complete worldwide populace, and their real portrayal in all the fields of social associations has so far been exceptionally poor. The unorganized sector comes up short on all highlights of the organized sector. It is very well may be told by the notable highlights for example regular work, no relations between business and representative, absence of well-characterized human rights and absence of standardized savings. Residential waged workers, road side seller, development workers, farming workers and locally situated labourers are occupied with this informal sector of India. In this area, work environment is not secured by the law and work circumstances are also not authentically recorded. And to overcome such issues the Government of India has formed "The National Commission for Enterprises in the Unorganized Sector" as an informal sector advisory-body to achieve sustainable development and to improve competitiveness in the efficiency of informal enterprises for producing enormous employment opportunities, predominantly in the rustic regions.

WOMEN'S INVOLVEMENT IN AN UNORGANIZED SECTOR

“Empowering women is a prerequisite for creating a good nation, when women are empowered; the society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation.” – Dr. A.P.J. Abdul Kalam.

Women deserve to be the part of India's rapidly growing economy as they additionally contribute to the nation's economic growth. The report of National Commission for Women indicates that 94 per cent of the overall women labour force found in the non-organized segment. However, the immense majority of women in remote areas are affected by the issues of poverty and joblessness and the existence of a large number of females as labourers & makers in the disorganized segment where profit are low, occasional & uncertain work, strong administrations sadly insufficient, scarcely any development openings and feeble aggregate association, has brought into sharp centre the disappointment of the standard to ease their dilemma. Women are working in factories such as tobacco, tan, coir, fabrics, cashew, fish hatcheries and pickling, construction of building and household duties, and so forth. In every one of these enterprises, they work extended hours on low-wage, capable or incapable workers. Subsequently, they face genuine medical issues identified with workplace, the threat of contamination on women working all through youthfulness, and pregnancies have genuine outcomes for women. Females work the most; incomprehensibly they procure the least throughout their everyday lives and the working-class of females who are engaged in paid businesses face problems in the work situation simply because of the worthiness of their being women.

Women labourers in India are confronted with a greater amount of difficulties as compared to their male partners in different nations. Other than such a significant number of endeavours from past years, female segment of society is denied contrasted with the male segment and they are not even given importance in social and monetary decision-making in their own family as well. As indicated in the report of UN Development Program (UNDP), women are associated with accomplishing 67% world's labour; they are still socially and financially denied. They are accepting just 10% of the widespread salary and have 1% share in worldwide resources. This separation likewise endures in their place of work in an unorganized segment. Due to inappropriate execution of the “Domestic Workers Welfare and Social Security Act” (2010), “Unorganized Workers Social Security Act” (2008), and so forth, women labourers are compelled to work and live in hopeless conditions in an unorganised area.

When globalization incorporates innovative inputs, women are excluded in commercial activities, and men are historically given new learning and training opportunities. However, the majority of women in the country work and add to the Indian economy in some way; quite a bit of their labour neither reported nor represented in the authentic measurements. Moreover, ladies are generally liable for the day by day family unit errands (e.g., cooking, bringing water, and taking care of youngsters). Along these lines, in many nations, support for women in the workforce has ascended, that is likewise evidenced in the increasing number of women in the entire workforce. With a decline in women's interest in horticulture in many nations, a growing percentage of women are going for employments to the non-farming segment, a large portion of which are situated in urban territories. The expansion in the number of women in work setting connotes a significant pattern with respect to women's business employment. The Eleventh Five-Year Plan Report without precedent for the historical backdrop of Indian planning sees women as equal citizens along with the representatives of continued socio-economic development and growth of the country.

REVIEW OF LITERATURE

Barati, A., Arab, R. O., & Masoumi, S. S. (2014) focused on distinguishing traits that discourage women employees from seeking higher positions and on the obstacles and challenges confronted by them. In addition, they also try to explain the real status of Indian women in the workplace and the major issues challenged by them. Study concludes that there is a need for a significant change in the perceptions of workers, families and the society, because the monetary requirements of the families are rising, which is why females should also team up to earn family income and the government must lay down stringent rules for women's safety against all forms of harassment, and the public transport system should sometimes place women at risk, and the

government should carry out more checks of the same.

Diwaker, N., & Ahamad, T. (2014) conducted his analysis to learn regarding the current issues and challenges facing unorganized sectors from an Indian viewpoint as well as the introduction of multiple welfare initiatives for employees in the unorganized sector. The study concluded that to overcome the issues regarding the workers working in the

unorganised sector and for their welfare and growth, the government of India formed an enterprise named “National Commission for Enterprise in Unorganized Sectors.” Furthermore, Indian government has also made certain rules and acts, schemes for the welfare and development of workers of unorganized sectors.

Dave (2012) attempts to describe the socio-economic conditions of female workers, the nature of their jobs, their work conditions, their pay disadvantages on the basis of femininity and other issues faced by the unorganized working sector. This study was carried out on 350 female workers involved in construction projects, farming and household paying jobs. In her research, she found that many of the migrant women worked in the construction sector and they are abused to a significant extent, they have not been fairly paid by doing the same job compared to the male partners and that too for the same paid hours. The primary causes of their difficulties were backwardness and unemployment.

Das Kabita, Das B.K. Mohanty, Subhransubala (2012) examined the strength of social welfare for working women in the unorganized segment in Odisha. Mayurbhanj, Cuttack and Keonjhar district were chosen for their study analysis. 1,000 randomly chosen women from each zone were asked about the steps made by the government of Odisha. The results demonstrated an absence of social protection programs in this segment.

Sharma, K. (2012) an attempt was made to clarify the changing dynamics of women's employment in the informal sector in India. It also discusses how women show up with opportunities for employment in the same sector. In its analysis, data was assembled from secondary information and from various other online sources such as research papers and articles. In his report, he found that regardless of a substantial proportion of 94 per cent of the overall female workers employed in the unorganized sector in India, they have had to confront discrimination based on gender, which is almost non-existent in the organized sector. However, their contribution from the point of view of generating income comes out to be quite less compared to their male colleagues that show nearly half the population, contributing to very little to the economic output of the country. In order for small businesses to have the unorganised sector in common, and women in specific, with ways to earn sustainable earnings, they need political and economic assistance from the Indian government.

Geetha K.T. (2010) based on the socio-economic study of working women in the organized urban market. In his analysis, primary information was acquired over a schedule of interviews with 100 people. Study concludes that female employees have been overworked and robbed of jobs in an unorganized segment. The report supported the creation of initiatives to improve the living and working condition of women in the workplace in the unorganized segment.

Singh (2002) According to a review on household waged workers in the Ranchi district, born out of illiteracy and poor education, they are neglected and violated. There have also been weaknesses in the selection system. They didn't get the decent wages, healthcare services, and leaves. They weren't trained properly. They remained ignorant of potential sources of

income. A large number of dependents are identified in the study as a reason of their inferior quality of life and bankruptcy.

SIGNIFICANCE OF THE STUDY

The aim of this paper is to examine the conceptual framework for women working actively in the disorganized sector. Also, Highlight was given to the success story of a woman in Rajasthan, who stitched her good fortune with handcrafted talent and fought difficulties to support 22,000 women in becoming economically independent and how she managed to come up with her own solutions to the problems, faced with a variety of

struggles in her life and work environment, and emerged as a famous and successful business woman.

RESEARCH GAP AND RESEARCH PROBLEM

Based on the literature reviewed, it was noted that there is a lack of comprehensive study of female activism in the unorganized sector, in particular a success story of Ruma Devi from barmer, a Rajasthan district.

OBJECTIVES OF THE STUDY

1. To analyse the conceptual framework of women occupied in an unorganised sector.
2. To explore Ruma Devi's success story from barmer, a district in Rajasthan.

SUCCESS STORY OF RUMA DEVI EARLY LIFE

Ruma Devi was born in barmer, Rajasthan in the year 1989. She is a popular traditional artist known for the promotion of handcrafted products made by tribal women. She was born and raised into a financially poor middle-class Rajasthan family. Her father was a peasant, and her mother passed away when she was five years of age. She resided in a common family and was raised by her fatherly uncle and aunt after the second marriage of her father. Ruma devi practices the religion of Hinduism, and has Indian nationality. She additionally dropped out the school at the eighth standard and connected herself in domestic chores. Ruma devi married a poor barmer's family at a very young age of sixteen in 2012 and afterward began her genuine battle. Yet, as she's been keen in handcraft, knitting and crocheting since youth so she's chosen to do some work for monetary assistance for her family.

ENTREPRENEURIAL CAREER

In initial days of her entrepreneurial career, when poverty keep on pursuing her and when tired, she rose up out of the rustic rural lanes of Rajasthan and started a self-help group with the assistance of Mahila Bal Vikas group in the wake of persuading 10 ladies from locally with the commitment of Rupees 100 from each to buy raw material and began making cushions, sacks and articles of clothing. In 2008, her journey of accomplishment and her vision to lift each lady out of hopelessness made her to the entryway step of Gramin Vikas Evam Chetna Sansthan in barmer and went along with it as a member. The NGO gave them the help expected to their work. They upheld them strategically, preparing and in any event,

promoting. Afterward, in 2010 she turned into the president of this association as a result of her greatness in work. The principle adage of this gathering was to do efforts for the strengthening of female artists. She did a great deal of difficult-work in her underlying days, with the direction of social activist, vikram singh, they made mind blowing development and she perceived as a power behind the monetary independence of in excess of 22,000 ladies from various age gatherings of 17 to 70 living across 75 towns of Barmer, Bikaner and Jaisalmer. Through the span of the years, she extended the items and hopped into dress material and designer garments.

Earlier, when she began working, there were severe limitations in her family to go out and work. Be that as it may, she needed to battle with the family to turn out, in spite of the fact that in veil. They started to work in big 'ghoonghat' with such difficulty and as when the work expanded their families began accepting those without ghoonghat however with their heads secured with dupatta in light of the fact that numerous missteps were happened when they were doing weaving under 'ghoonghat'. So they chose to keep 'pallu' on their head. Presently, they are working with a cover on their head.

Ruma Devi and her group were imaginative and explored different avenues regarding nearly everything and have had weaving take a shot at saree, cushions, dupatta, kurti and some more. Their work makes them not quite the same as different fashioners since they utilize various materials like tussel, silk, cotton and a lot more which nobody has ever utilized. They likewise began taking an interest in displays and exhibiting their work to accomplish their own character and chose to raise their own brand image.

Over time the British Patchwork and Quilting Magazine respected Ruma's work. She had demonstrated her

efforts during style weeks in Germany, Singapore, London and numerous different nations. She additionally worked with the choice planners and exhibited the contribution of the ladies working with her from remote areas.

Ruma had also been called by the renowned style creator 'Anita Dongre' to feature her assortment in the 'Lakme fashion week' in 2012. However she dismissed the idea as she wasn't sure enough being on such a major stage. Be that as it may, in 2015, her item assortments were introduced at the popular design related stage 'Lakme Fashion Week'.

In 2019, Amitabh Bachchan on Kaun Banega Crorepati (KBC) facilitated her on a hot seat, and that is the way her story is presently openly known, and in around a couple of years, she's scripted an example of overcoming adversity of her own by forming a pathway that has all the parts of a Bollywood screenplay in it.

AWARDS AND RECOGNITION

Ruma Devi has received numerous rewards and recognitions for her skills and contributions to the craft business, and her work is valued at both the international and domestic levels.

Following are the awards she has received worldwide:

She was awarded the "Shilpa Abhimani Award" by the Sri Lankan Government for promoting handcrafted works followed by the "Honor by Women on Wings" in Netherlands and the "Honor at Germany and Singapore Fair" in 2016 and 2017 respectively. In 2018, she was highlighted on the cover page of "India Today Magazine" and also received an award from the Export Promotion Council for handicrafts, the Ministry of Textile of India, for emblematic work in the handicraft segment. Furthermore, she was also included in the 2019 global CSR congress list of 51 best innovators worldwide.

She has already won the 'Designer of the Year' award at the 2019 Textiles Fair India and also received the 2018 Nari Shakti National Award from India's President Ramnath Kovind on International Women's Day to shape a large number of women's lives in and around her place.

RESEARCH METHODOLOGY

This present study is based on secondary data collected from several journals, magazines, articles and newspapers in addition to various data sites that are important to the context of this paper.

LIMITATIONS OF THE STUDY

1. This paper is theoretical in nature grounded on secondary information, without any relevant statistical methods being used.
2. This paper focuses on the conceptual framework of women's activism in an unorganized sector, in particular Ruma Devi's success story from Rajasthan district, called Barmer, without taking into account any other success story.

CONCLUSION

There are different purposes behind miserable states of female workers in unorganized division for example gender segregation, neediness, absence of fundamental information, obliviousness of governance, insufficient legislation to protect them from such conditions. The Indian Government has set up the "National Commission for Enterprise in Unorganized Sectors" to address such challenges. In addition, the Government of India has made some rules and laws, welfare programs and reforms to the unorganized segment of labours. Efforts should be made by the Government to mend their workplace surroundings regarding safety at work, regular hours and instalment of satisfactory remunerations with the goal that the female's labourers occupied with non-organized segment of occupation can have compulsory good & dignified labour. It is additionally certain that mindfulness and training are the enchantment wands that will fuel the change.

By examining the example of overcoming adversity of Ruma Devi from Barmer, Rajasthan and her way of life, It can be presumed that women's whenever decided can accomplish any objective, whatever might be the circumstance of trouble emerges. Fruitful business women saw life as inspiring, their energized stimulation in the thinking procedure and answer for an issue after a determined effort made them effective in their business undertakings. The tale of Ruma Devi is truly rousing and provides enthusiasm to begin something new with a little amount of investment instead of sitting inactive at home.

SUGGESTIONS

1. Women employees should be informed and mindful of their privileges and protections in law and it is especially fundamental to make mindfulness among them about the institutional help accessible to them to ensure their rights.
2. Female section of society should not be denied contrasted with the male segment and they should be given equivalent support in social and monetary choices in her own family as well.
3. As female workers need abilities, they ought to be given skill improvement programs to increase their level of competence.
4. Any sort of misuse like improper conduct against women workers should be stopped and strict action against the evildoer should be taken.
5. Unorganized sector businesses should be appropriately managed, guaranteeing employer stability, a healthy workplace and at any rate satisfactory wages, maternity advantages and child welfare benefits.
6. All approaches and laws should be effectively implemented to urge women labourers and to improve women in the sloppy area, government needs to get ready measurable records of women functioning also.

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