

UNDERSTANDING THE CHALLENGES FACED BY RURAL WOMEN TOWARDS CAREER ADVANCEMENT

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ABSTRACT

India is a country where women's status is equivalent to goddess, but the problems faced by them are contrary to the concept. In this study the challenges faced by rural women towards their development in career are analyzed with the help of data collected among 110 respondents from 3 various villages further analyzed using statistical tools such as chi-square, spearman rho's correlation using SPSS and percentage analysis. This study ultimately tried to understand the perception of rural women towards their career and the obstacles majority of them identified that their growth would have been easier if they have lived in city also the peer pressure of marriage and lack of financial support played a major role in their career path. Previous researches were not identified self-motivation as a factor inhibiting the growth, which has been analyzed in this paper. It has been found that rural women are still accustomed to the practices they have always been familiar with such as being a homemaker. Through this research, it has been found that early marriage is still an issue and women wanted to get married between the ages of 26-30. In conclusion it is safe to say that the society has progressed in many ways, but when it comes to women and her career it has always been a debatable subject matter. It is essential women must be seen as a productive member of the economy and society rather than just as reproducers, supplementary earners and homemakers.

KEYWORDS: rural women, challenges, career, work participation, marriage, growth.