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APH PUBLISHING CORPORATION

The Politics of Truth: A Reading
Y. B. Satyanarayana
Vishnu Narayanan

Theoretical Framework of a Multimedia Package for
Dyslexic Students
Dr. Beena Rani S.

Ecotourism and Sustainable Development in Kerala: Some
Experiential Facts
Mr. Anujith S. and Dr. George B.

Women Entrepreneurship-Through Social Franchising an
Inclusive Growth
Mrs. Swapna K. and Dr. Jojomon N. A.

A Study on Women Empowerment Through Self Help
Groups with Special Reference to Vellookara Grama
Panchayath, Thrissur, Kerala
Sr. Ligy V. K. and Remya S.

लोकसाहित्य

प्र. डॉ. नवीन के. गिलबिले

Dui Banger Dui Ouponyashik: Samaj Paribare Upekkhita
Nari - Selina O Anitar Dristibhangite
Anirban Sahu

Library Consortia a Co-Operative Platform for Libraries
Anil Anandao Jewalikar

Onathallu of Pallassena, Kerala: An Indigenous Model for
Body Culture Studies
Dr. C Ganesh

Women as Victims of Mental Violence in Anita Desai's
'Fire on The Mountain'
Dr. Akhand Pratap Chand

The Effect of a Digital Instructional Package for Developing
Phonemic Awareness among Elementary Level Dyslexic Students
Dr. Beena Rani S.

Lookism and Beauty Laws- How Human Brain Formulates
the Criteria for Appreciation of Beauty
Dr. Beena Rani S.

Women Entrepreneurship-Through Social Franchising an Inclusive Growth

Mrs. Swapna K.* and Dr. Jojomon N. A.**

ABSTRACT

Empowering women is to participate fully in economic life across all sectors is essential to build stronger economies, achieve agreed goals for development and sustainability, and improve the quality of life for women, men, families and communities. An opportunity for deserving female entrepreneurs is social franchising.

Social franchise encircles social benefit, as their line of career today many women folks are opting for social franchising they are engaging in profitable self-employment and contributing heftily to the women education, awareness, healthcare and so on. In recent years, the social enterprise sector has gained momentum in communities across the country, representing a sizable segment of the Indian economy. People are realizing the magnitude of taking action on issues varies from local food systems, to community finance, to accessibility and social equity, all with social and environmental impact as a driving force behind this solutions-based movement.. This paper makes an attempt to explore conceptually the evolution, importance its strategic issues in gaining priority where women entrepreneurs are opting as mode of business entity for their empowerment and sustainability. There is wide scope for women to initiate their business option as social enterprise thereby serving society through identifying societal needs especially women at the bottom of pyramid and other backward areas as an inclusive growth towards their empowerment and nation building.

Keywords: society, women, business, sustainability, economy, franchise

INTRODUCTION

Aggression against women is rooted in discrimination and inequality, making it challenging to address. Men and women who have not had opportunities to question gender roles, attitudes and thinking cannot alter them. Most of the women who are ignorant of their privileges cannot claim them. Institutes and governments cannot adequately address these issues without access to standards, guidelines and tools. The potential for stopping all forms of violence does once evidence build up and awareness grows, among them.

A direct path towards gender equality sets when investing in women is financially viability and empowerment, poverty eradication and inclusive economic growth. Women make enormous assistance to economies, whether in businesses, on farms, as entrepreneurs or staff, or by doing voluntary care job at home.

But they also remain disproportionately affected by poverty, discrimination and exploitation. Gender discrimination means women often end up in timid, low-wage jobs, and comprise a small

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