

A STUDY ON THE REPRESENTATION OF NGOs WITH REGARD TO THE WOMEN'S LIBERATION MOVEMENT IN THE PRESENT COMMUNITY

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ABSTRACT

According to research, Women's Liberation capacitates sustainable rural and urban development by uplifting the social economic and political status of women in India. To obtain this society should change itself from an idle society to a self-sustainable society Women's Liberation can be achieved only when men of this society start treating women equally. This is possible only when men change their mindsets and attitudes. Women's Liberation can be achieved when NGOs concentrate on providing education facilities and political support and creating employment opportunities for women. This paper looks into how Women's Liberation can be achieved and how the economic and social status of women can be brought up. This paper also looks into how the NGOs are working and have to uplift rural women by creating entrepreneurship among rural women.

Keywords: *Women's Liberation, Economic and Social Development, Non-Governmental Organizations.*

INTRODUCTION

NGOs are organizations that do not come under the control of governmental agencies or any other autonomous body or political party. NGOs are those organizations that concentrate on providing financial and non-financial assistance to those who are deprived in society. To those people who are not able to afford things for themselves. NGOs usually do not have any intention to make a profit. NGOs have played a major role in rural development in India since the 1970s. The concept of NGO was introduced in India after independence. In begging NGOs did not concentrate on any particular aspect of the business. Rather they only concentrated on helping the needy in all possible ways. Later NGOs started to concentrate on a particular field. This helped the NGOs to have expertise in the particular field which them to know the options and choices in that specific field to sort the problems arising in that field.

OBJECTIVES

The objectives of the study are as follows:

- To understand the features of non-profit organizations.
- To know the role of NGOs towards Women's Liberation.
- To identify the areas in which the NGOs have focused to achieve Women's Liberation.
- To measure the factors which made the NGOs focus on the Women's Liberation.
- To recognize the various actions which have to be taken by NGOs to achieve Women's Liberation.

METHODOLOGY

The research paper is an attempt at exploratory research, based on the secondary data sourced from journals, magazines, articles, and media reports. Available secondary data was extensively used for the study. Looking into the requirements and the objectives of the study the search design employed for the study is of a descriptive type.

FEATURES OF NGOs

NGOs mainly focus on the betterment of society in various ways such as social, economic, political, etc. The major features of NGOs are as follows:

- a) **Voluntary:** NGOs are formed by a group of people for societal development in their self-interest. In NGOs, no one is forced to become a volunteer organization. The volunteers of NGOs have joined these organizations. With their self-interest.
- b) **Legal status:** NGOs are set up with registration under various acts like the Companies Act, Trust Act, Societies Act, etc. Without registration under these activities, one cannot run NGOs, if done it is punishable.
- c) **Non-Profit Oriented:** the motto of NGOs is to provide services NGOs will not concentrate on profit-making activities. The surplus of these organizations is not distributed among the shareholders rather they are re-used for other development activities.
- d) **People-Centered:** NGOs encourage people's participation. They plan things by a group of people and implement those plans by the people to those people who are in need.
- e) **Flexible:** NGOs must be flexible with interventions. They should not be bounded by redtops and other bureaucratic obstacles.

ROLE OF NGOs TOWARDS WOMEN'S LIBERATION

Voluntary action provided by NGOs plays a significant role in Women's Liberation.

- a) The various roles of NGOs towards Women's Liberation are as follows promoting rural women's leadership.
- b) Providing effective and efficient training to women.
- c) Mobilizing the optimum resources.
- d) Ensure active participation of women in their development.
- e) Providing technical assistance to the women.

STRATEGIC AREAS WHERE NGOs FOCUS TO BRING IN WOMEN'S LIBERATION

NGOs are playing a major role in the self-employment of women and their empowerment in the following ways:

- a) **Capacity building:** The NGOs are mainly concentrating on increasing the inner capacity among women. This is done by providing various pieces of training, which make women self-confident and independent enough.
- b) **Self-Help Groups:** Self-Help Groups are small groups formed by women at the village level. The main aim of these groups is for every individual woman in this group to invest some amount which later will be utilized for some business activities and the profits will be distributed equally among the members. The NGOs work by providing financial assistance to these organizations as subsidies or loans at a lower rate of interest.
- c) **Legal awareness and property rights:** in rural areas only 13% of women enjoy the inheritance of the land. So the NGOs are working to make women aware of the various rules of the government regarding the inheritance of land. The NGOs are also providing loan facilities for the women to buy land and start cultivation at a lower rate of interest.
- d) **Skill Training:** the small-scale sector of the cottage industry accounts for 10% of production in agriculture and rural-based industries in India, so NGOs are concentrating on providing training to rural women about the skills required to work in cottage industries.

FINDINGS

The findings of the study are stated as follows:

NGOs mainly concentrate on urban areas, it's not only urban areas they also concentrate on rural areas which is not equal to the concentration given to the urban areas. The main drawback of NGOs towards Women's Liberation is insufficient funds. Many fake institutions exist in society so people fail to donate and recognize the NGOs that are working to achieve Women's Liberation. It is well established the quality of the personnel and their proper management are of great importance to the volunteers to work for the organization Lack of technical and governmental support for implementing the schemes towards Women's Liberation. The government is taking the initiative to increase the education of females. Rather than concentrating on females, they have to concentrate on women's education.

SUGGESTIONS

The suggestions of the study are stated after considering the findings:

- a) The general suggestion to all NGOs is to concentrate on rural and remote area women equally as they are working towards the urban area Women's Liberation.
- b) Women's Liberation can be achieved by educating women, so the government must concentrate on women's education along with female education, which is meant for young girls. To achieve Women's Liberation first the mindset and the attitude of the men in this society has to change. They should treat women equally. Unless this Women's Liberation cannot be achieved.
- c) NGOs operating in all aspects should concentrate on the particular aspect so they can focus in all ways towards Women's Liberation.

Various schemes are meant for Women's Liberation. These schemes are utilized by the men who are heads of the family so the NGOs must educate the women about the various schemes available for their empowerment

CONCLUSION

Studying the various aspects of Women's Liberation we can conclude that earnings and independency are the major areas where the NGOs are being concentrated to achieve Women's Liberation. Although existing progressive affirmative action program helps

many persons of different sections to achieve social and financial status in India by providing entry into the elite profession and political area. More attention should be paid to developing underdeveloped and vulnerable women in rural areas. The attainment of income, employment, and education front the scenario of Women's Liberation seems to achieve to move towards Women's Liberation.

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