

Reinventing Women through Social Work Intervention for Empowerment *(Empowering society by empowering themselves)*

Dr.Y.Vinodhini-Professor

Anwarul Uloom college of business management, Hyderabad
Email:adithyasiddartha13@gmail.com

Abstract

Women face myriad challenges in advancing their rights. Empowerment is an intervention that has been recommended for work with demoralized/ underprivileged women. Gaining awareness in social and human science knowledge to support policies and build capacities for women involvement in local associations and inter-community cooperation methods that can contribute to social empowerment by improving their skills, knowledge and self-perception. Local associations also act as self-help mechanisms through which women folks organize their economic activities, such as farming cooperatives and/ or initiating self employment. By transmitting their knowledge through research-action activities for understanding women involvement in gaining access and training for attaining empowerment and contribute to GDP of the nation.

Keywords: *women, empowerment, social work, knowledge, community, perception, transmission*

I. Introduction

Social empowerment is understood as the process of developing a sense of autonomy and self-confidence, and acting individually and collectively to change social relationships and the institutions and discourses that exclude poor people and keep them in poverty. Poor people's empowerment, and their ability to hold others to account, is strongly influenced by their individual assets (such as land, housing, livestock, savings) and capabilities of all types: human (such as good health and education), social (such as social belonging, a sense of identity, leadership relations) and psychological (self-esteem, self-confidence, the ability to imagine and aspire to a better future). Also important are people's collective assets and capabilities, such as voice, organization, representation and identity.



<https://en.unesco.org/commemorations/womensday/women-promoting-right>

Empowerment-based intervention, women especially the underprivileged/ depressed/disabled can learn to change their emotions and manage situations to maintain a sense of control over the situation.

II. Review of literature

Karl (1995:14) mentioned 'Empowerment is a process of awareness and capacity building leading to greater participation to greater decision making and control, and to transformative action'. Empowerment is the process of increasing personal, interpersonal, or political power so that individuals, families, and communities can take action to improve their situations

Sargeant A. (1999) stated that empathy is one of the biggest factors that contribute to the donor behavior and can be identified as one emotional feeling towards another's misfortune. A person's feeling of being a member of a certain group provides motivation to increase the amount an individual would donate

Bendapudi, Singh, & Bendapudi, (1996) mentioned in their study that commitment to charitable behavior can be enhanced by stressing that it is the norm through the use of social comparisons. Because normative behavior is reinforced by society, knowledge that others are behaving in a specific fashion creates pressure on a person to do the same. Moreover, providing a fictitious list of donors and donations (in a simulation) results in higher compliance rates and higher average donations. In addition, providing a longer list resulted in greater donations

Karl (1995:14), specified that 'Empowerment is a process of awareness and capacity building leading to greater participation to greater decision making and control, and to transformative action'. Empowerment is the process of increasing personal, interpersonal, or political power so that individuals, families, and communities can take action to improve their situations

Gutierrez (1989) reviews the social work literature on empowerment and finds that the goals of empowerment are most often expressed as an increase in personal power. It tends not to distinguish the individual perception and actual increase in personal power, and that it tends not to reconcile personal and political power. She suggests that the goal of empowerment is not individual, but multi-level, and concludes: 'It is not sufficient to focus only on developing a sense of personal power or working toward social change, but efforts to change should encompass individual, interpersonal, and institutional level of practice.'

Objectives of the study

1. To study the role of women in social work
2. To study the impact of social work as an intervention for women empowerment

III. Research Methodology:

Research Type: Descriptive Research

Type of Data/Data Source: Secondary Data/Data source. The present study is based on secondary data. Basically, the required information has been derived from

1. Various books.
2. Articles from Newspapers, Magazines and Journals and
3. From the various related web-sites which deal directly or indirectly with the topics related to Indian environment. After searching the important web-sites, relevant information was downloaded and analyzed to address the objectives of present study.

Limitations of study

1. The study is based on published data and information available on internet. No primary data is being collected.
2. Every precaution has been taken to entice qualitative and correct data; still secondary data have collected for the purposes other than problem at hand.
3. The objectives, nature and methods used to collect secondary data may not be appropriate to the present circumstances as the research is based on secondary data.
4. Time constraint remained the major limitation in the study

At the individual level, social work intervention enhances self-esteem, motivation, interpersonal skills, social skills, improvement in their abilities, self efficacy, decision-making ability, and sense of being able to act and achieve, augment their confidence in their ability to manage their failures and to draw upon their inner strengths to carry out their tasks.

At the community level, increasing one's awareness of existing differences in power, influence, and/or availability of resources in one's own or the community's environment, and developing understanding of the structural processes or systemic factors that create barriers that individuals or groups must contend with, it

increases mutual support activities, self help, involvement in community development activities, gains confidence to interaction and membership in groups.

IV. Conclusion

1. The goal of empowerment through social work is to conceptualize a society in which women is afforded maximum opportunity to enrich her spiritual, psychological, physical, and intellectual well-being.
2. Empowerment of oppressed requires that a social worker not only acts as an advocate with and on their behalf, but also help them identify and change the dynamics that enable them to contribute to their own situation of oppression or to that of other.
3. The practice implications of a progressive women social work committed to empowerment of society and in turn empowerment themselves
4. The mission of progressive social work is to make the world happier, but in the present state of the world it seems impossible to achieve as this is divided into two groups — the rich who have the power and the poor who are powerless and victims of the policy formulated by the power holders group.
5. Uplift the people from oppression, domination, subordination, and exploitation.
6. The empowerment method focuses on the achievement of goals and change of systems by utilizing available strengths, resilience, and resources.
7. Focus on competence rather than deficits in individual or social functioning.
8. The empowerment model supports resourcefulness and the development of skills to remove social barriers for individuals and communities. In light of the increasing violation of human rights around the world,
9. Consistency and progress in identifying strategies and techniques to empower the oppressed.

References:

- [1]. Sargeant, A. (1999). Charitable Giving: Towards a Model of Donor Behavior. *Journal of Marketing Management*, 15, 215-238. 2000,
- [2]. Lo, C.-P., & Tashiro, S. (2013). Are Women More Generous than Men? Evidence from US Consumer Expenditure Survey. *Journal of Gender Studies*, 282-296.
- [3]. Bendapudi, N., Singh, S. N., & Bendapudi, V. (1996, July). Enhancing Helping Behavior: An Integrative Framework for Promotion Planning. *Journal of Marketing*, 33-49.