



# WOMEN-ORIENTED NGO INTERVENTIONS TO BRING SOCIETAL CHANGES A CASE STUDY

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Article DOI: <https://doi.org/10.36713/epra13913>

DOI No: 10.36713/epra13913

## ABSTRACT

All organizations related to rural or urban development, whether they are Non-Governmental Organizations (Non-Governmental Organizations) or the Government, make joint efforts in various activities. Some NGOs are engaged in helping the weaker sections of society, such as small farmers and marginal farmers, agricultural workers, women and reserved castes, while others are engaged in building schools and hospitals in rural areas, better nutrition for children, health care activities, and creating families. Welfare organizations, youth and women vocational training and special programs for the elderly. The main areas of work of the NGO are differently abled, drinking water, education and literacy, children, housing, land resources, microfinance (SHG), new and renewable energy, nutrition, rural development and poverty alleviation, vocational training, water resources, women's development and empowerment.

This case study explores the role and impact of an NGO focused on women's empowerment and gender equality in bringing about social change. The study offers an in-depth analysis of the intervention strategies used by the NGO, their effectiveness and the resulting changes in society. The case study highlights the importance of women's NGOs in addressing gender inequalities, promoting women's rights and promoting a more inclusive and equal society.

**KEYWORDS:** Non Government Organization (NGO), Government Organization (GO), Women, Empowerment, Self Help Group (SHG).

## 1. INTRODUCTION

The need for self-control in various situations is a basic human strength. Technology is the creative expression of that will. It is both a liberating effect and a limitation, depending special situation India has a rich tradition of volunteerism. But the role of a volunteer in the organization of social welfare and social development is still not understood after the seventh decade of planning. On the other hand, there was a quantitative increase in voluntary organizations quite quickly. The creation of autonomous state institutions, such as the Social Security Center the government, the Association of Voluntary Associations of Rural Development and others opened many new ones thanks to this volunteer organization. Voluntary organizations provided services e.g. individuals, groups and communities largely in India [1].

The level of NGO activity indicates the scope of the organization's work, such as local, international or national. Professor Peter Willetts of the University of London says Different organizations may interpret the definition of NGOs differently depending on the situation regarding. He defines a non-governmental organization as an independent voluntary association where cooperation is carried out permanent basis to achieve a common goal. This position recognizes two main

types of NGOs by fields of activity: operational NGOs that produce services and organize campaigns and non-governmental organizations. The ultimate goal of any organization is development and economic growth. In this regard the aim is to increase the availability of basic necessities for life and expand distribution such as food, shelter, health and protection; Raise living standards, including higher incomes, more jobs, better education and more attention to cultural and humanist values; to enlarge economic and social choices for individuals and nations liberating them slavery and dependency [2][3].

The key findings show that the empowerment of Indian women is important, and how NGOs' responsibility to this group plays an important role in making it a reality. When NGO personnel promote change for self-empowerment [4], such behaviour needs to be modelled in order to be successfully communicated, as suggested by the self-efficacy model of behavioural change [5]. This case study examines the role and impact of an NGO focused on women's empowerment and gender equality in bringing about social change. The study offers an in-depth analysis of the intervention strategies used by the NGO, their effectiveness and the resulting changes in society. The case study highlights the importance of women's NGOs in



addressing gender inequalities, promoting women's rights and promoting a more inclusive and equal society. Many authors have attempted to outline the nature, characteristics, and principles of organization in their own way. For sociologists, for example, organization means the study of interactions between people, classes, and corporate hierarchies. For psychologists, organization means that companies can explain, predict, and influence the behaviour of individuals within the company like top managers. This means combining the functional components in the best possible way so that the company can achieve its goals. An organization is a formal and/or informal organization, an organizational structure in which work is distributed, organized, defined and coordinated based on specific goals. An organization is a formal and/or informal organization. An authority structure for dividing, sequencing, defining and coordinating work is a defined goal [6]. Organizations follow a communication system to reach everyone. An organization is not just a structure, it is a structure for the people who run and organize the agency and do the actual work to achieve the agency's goals. First, organizational variables are numerical and their interrelationships are complex. Therefore, the selection and conceptualization of key variables for empirical testing is an ongoing problem in organizational research. Second, organizational terms are often subject to different interpretations depending on the context in which research is conducted. Third, the results of tissue studies do not provide a well-defined conceptual framework within which explanations can be provided. all. Therefore, there is no one-size-fits-all approach that is widely accepted by tissue researchers. A common feature of organizations is the division of work, authority, and communication responsibilities. It is neither random nor traditionally structured, but consciously planned to facilitate the achievement of specific goals. One or more of the powers to manage the coordinated efforts of an organization, align it with objectives, continuously review the organisation's performance, and change the organisation's structure as necessary to improve efficiency. central presence. Personnel change. Such as dismissing dissatisfied individuals and placing them in other positions, and restructuring personnel through transfers and promotions. Formal and informal organizations that aim to achieve social goals Leveraging goals knowingly or intentionally coordinating a large number of employees Subconsciously, covertly or overtly guided by an opposing theoretical framework Welfare needs of target groups. According to Dimock and Dimock (1964), "An organization systematically integrates interdependent parts to form an authoritative, unified overall idea Adjustments and monitoring can be made to achieve certain goals. the organization is both Structure and relationships.

## 2. NGO PROFILES

Since the last update in September 2021, several NGOs in India are actively working for women's empowerment. Here are brief introductions to some of the most important

**2.1 SEWA (Self-Employed Women's Association):** SEWA is a trade union and non-governmental organization whose aim is to promote the possibilities of FIEs to operate in the shadow economy. Founded in 1972, SEWA provides a range of services such as access to financial resources, healthcare, childcare and skills development to empower women to improve their socio-economic status and become independent [7].

**2.2 Breakthrough:** Breakthrough is an NGO focused on human rights and social change. She organizes campaigns and programs that address violence against women, gender inequality and women's empowerment. Breakthrough uses media, art and technology to raise awareness and advance women's rights [8].

**2.3 Azad Foundation:** Azad Foundation aims to promote economic and social empowerment of women through its Women on Wheels programme. It trains women from marginalized communities to become professional drivers, breaking gender stereotypes and creating income opportunities [9].

**2.4 Majlis Manch:** Majlis Manch is an organization that provides legal support and advocates for women's rights, especially in issues such as gender-based violence, discrimination and law enforcement. They focus on using the law as a tool for women's empowerment [10].

**2.5 Pragati Leadership:** Pragati Leadership focuses on empowering women in the corporate sector and in leadership positions. It offers training and development programs to improve women's leadership skills and advance their careers in various industries [11].

**2.6 GRAVIS:** GRAVIS (Gramin Vikas Vigyan Samiti) is an NGO working for women's empowerment in rural India. They focus on health, education, water and livelihoods and aim to improve the overall well-being and empowerment of women in rural communities [12].

**2.7 Goonj:** Goonj is an NGO working on various socio-economic issues including women empowerment. They implement programs that support women's health, education and economic independence, especially in marginalized communities [13].

**2.8 Nari Gunjan:** Nari Gunjan focuses on empowering women and girls with disabilities. The organization's goal is to provide education, vocational training and support services that help women with disabilities live independent and fulfilling lives [14].



### 3. RELATED WORKS

| Sl. No | Focuses                                                                          | Contribution                                                           | Reference                                                    |
|--------|----------------------------------------------------------------------------------|------------------------------------------------------------------------|--------------------------------------------------------------|
| 01     | Gender Based Violence                                                            | Support service and awareness of women's rights                        | Kelly, R. E. (2007)                                          |
| 02     | Women's Health and Reproductive Rights                                           | Healthcare, Reproductive Rights, and Maternal Health Services          | Gwatkin, D. R., Wagstaff, A., & Yazbeck, A. (Eds.). (2005)   |
| 03     | Women's Education and Literacy                                                   | Education                                                              | Dsouza, R. (2011)                                            |
| 04     | Economic Empowerment                                                             | skill development training, entrepreneurship opportunities             | Datta, R. (2000)                                             |
| 05     | Women in the Workforce                                                           | legal support and advocacy to women                                    | AHMAD, Z. A. Z., Mubin, S. M., & Memon, M. U. (2012)         |
| 06     | Legal Aid and Advocacy                                                           | Legal support and advocacy to women                                    | Bartlett, L. (2004)                                          |
| 07     | Women with Disabilities                                                          | Education and vocational training                                      | Bajracharya, A., Jung, W., Prabhakar, B., & Singh, D. (2018) |
| 08     | Empowering marginalized communities, including women and transgender individuals | Healthcare, skill development, legal aid                               | Kumar, S. U. J. E. E. T. (2016)                              |
| 09     | Empowerment of women in rural areas                                              | Vocational training programs, self-help groups, and awareness campaign | Vimukti Charitable                                           |
| 10     | Empower women and address gender-based inequalities                              | Workshops, training programs, and advocacy campaign                    | World Health Organization. (2009)                            |

### 4. RESEARCH METHODOLOGY

It is an exploratory study with the help of secondary data where the researchers have conducted a content analysis of various magazines, articles, google scholar, data-based and related websites.

### 5. OBJECTIVES OF THE STUDY

- To study the role of Voluntary Organisation in empowering women in the Indian context.
- To study various non-governmental organizations working for women.
- To study the NGO interventions on the welfare of women.
- To explore the role of NGOs in empowering women.
- To understand the challenges of NGO in women empowerment.
- To examine the outcome of NGO intervention based on SWOC analyses.

#### 5.1. Voluntary Organization

A Non-Governmental Organization (NGO) is a voluntary group of individuals or organizations, usually not affiliated with any government, established to provide services or promote public policy. Non Profit Organizations often rely on volunteers, so retaining volunteers is a top priority for these organizations.

However, volunteers can be on the edge of communication, especially when it comes to giving feedback to others in the organization [15]. Voluntary organizations and informal organizations are treated as one and the same. Maybe it isn't so. Not all informal organizations are necessarily voluntary. Voluntary organizations are of spontaneous origin, while informal institutions can also be state-subsidised. It can be useful to distinguish between voluntary organizations and NGOs. Voluntary organizations are spontaneous in origin, and NGOs can be funded by the state. Although agencies like All India Women's Conference, Indian Council of Child Protection etc. A non-governmental organization (NGO) is a group that operates independently of the government. It is usually non-profit. Non-governmental organizations, sometimes called civil society organizations, are established at the community, national and international levels to serve a social or political purpose, such as humanitarian aid or environmental protection. According to the rules of the Assembly of Voluntary Organizations, this is to promote balance and stable development based on the form of sustainable development; for the empowerment of women, Dalits and tribal and the urban poor. The fight against fundamentalism and communism; promote accountability and transparency in all fields of activity, including political activity; holding apart identity, cooperation with the government; educate, organize and agitate; power



versus the economic globalization; design value-based management; promote the networking of voluntary organizations with a common focus; to empower people from below and involve influence from above; Thursday to encourage tribal autonomy and panchayat Raj system for others; to accept development programs and public distribution system for people; integrate the economy [16]. The executive program around people- earning income [17] again should ensure that profit goes to people, popular education etc.; to create a common platform at the regional and local level levels; Promote inclusive structures and strive for dialogue with people and government.

### 5.2. NGO Interventions on the Welfare of Women

Non-governmental organizations play a crucial role in addressing various issues related to the well-being of women around the world. Their activities can range from direct support and services to advocating for political change and promoting a better life for women. Here are some common areas in that NGOs focus on

- **Gender-based violence** Many NGOs work tirelessly to combat gender-based violence, including domestic violence, sexual violence and human trafficking. They provide safe spaces, shelter, counselling, legal aid and educational programs for victims of violence [18]. They also raise awareness and advocate for stronger laws and policies to protect women from violence [19].
- **Health and Reproductive Rights:** NGOs work to improve women's access to quality health care, including sexual and reproductive health services. They provide information on family planning, maternal health and safe childbirth [20]. NGOs also protect women's reproductive rights and combat harmful practices such as female genital mutilation and child marriage [21].
- **Education and Empowerment:** Education is an effective tool to empower women [22]. NGOs often run programs to improve girls' access to education, reduce dropout rates, and provide vocational training to women in marginalized communities. Education empowers women to make informed decisions about their lives and careers.
- **Economic empowerment:** Economic empowerment aims to improve women's financial independence and livelihood opportunities [23]. NGOs can provide small loans, business training and mentoring programs to help women start or expand their businesses. Yet, women are actively working in the area of economically productive work and making a living worldwide [24].
- **Advocacy and Policy Impact:** NGOs often advocate for gender equality and women's rights locally, nationally,

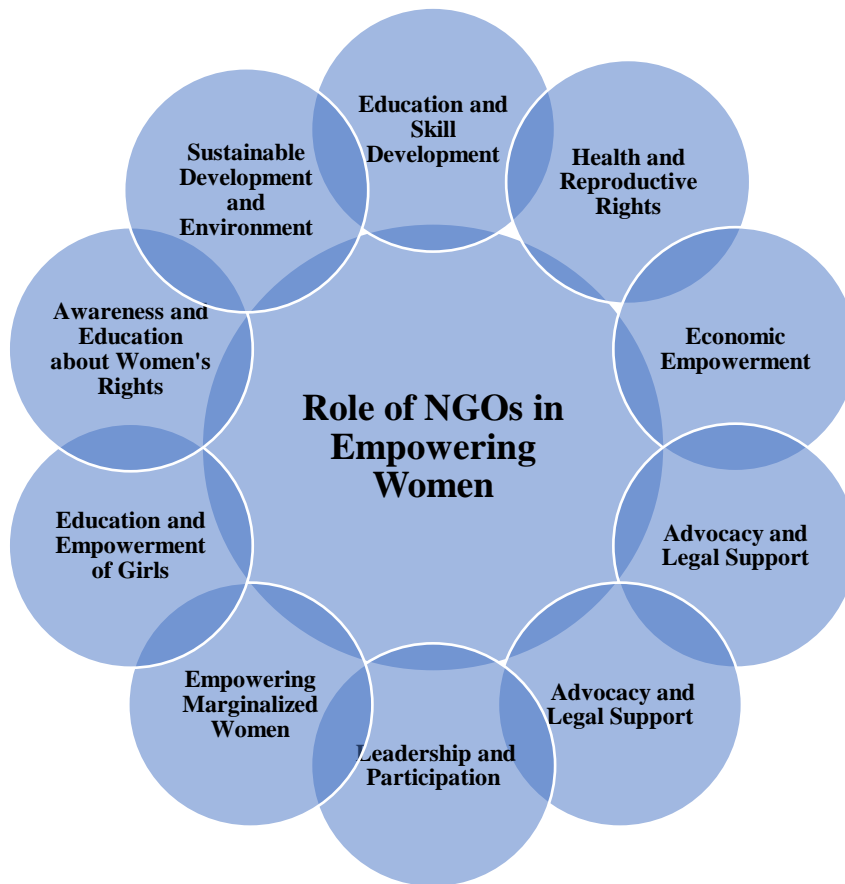
and internationally. They participate in political debates, lobby for legal reforms and work with governments and other stakeholders to bring about positive change.

- **Awareness and behaviour change:** NGOs run awareness campaigns to challenge harmful gender norms and stereotypes. These efforts are crucial to promoting gender equality and promoting respectful relationships between men and women.
- **Political participation of women:** Some NGOs focus on encouraging and supporting women's participation in politics and decision-making processes. They can provide leadership skills training, mentor aspiring female leaders and work to break down barriers that prevent women from participating in politics.
- **Disaster relief and humanitarian assistance:** Women often face special challenges and vulnerabilities during conflicts and natural disasters. NGOs address these issues by providing gender humanitarian assistance, ensuring access to essential services and protecting women from exploitation and violence.
- **Human trafficking and forced labour:** NGOs fight human trafficking and forced labour, which disproportionately affects women and girls. They rescue victims, provide rehabilitation and reintegration assistance, and work with law enforcement agencies to bring perpetrators to justice.
- **Empowering marginalized groups:** Some NGOs focus on specific groups of women, such as indigenous women, refugees or women with disabilities. They adapt what they do to meet the unique challenges these marginalized communities face [25].

NGOs work closely with governments, other NGOs, international organizations and local communities to maximize their impact. Their efforts significantly improve the well-being and status of women around the world. However, challenges remain and continued support and advocacy are needed to achieve full gender equality.

### 5.3. Role of NGOs in Empowering Women

There has been considerable and multifaceted involvement of NGOs in the empowerment of women in India. Like other countries, faces challenges related from gender inequality, discrimination, violence against women, and limited educational and economic opportunities [26]. NGOs have a key role to play in addressing this issue and empowering women across different fields. In some key areas, the NGOs have made an important contribution:

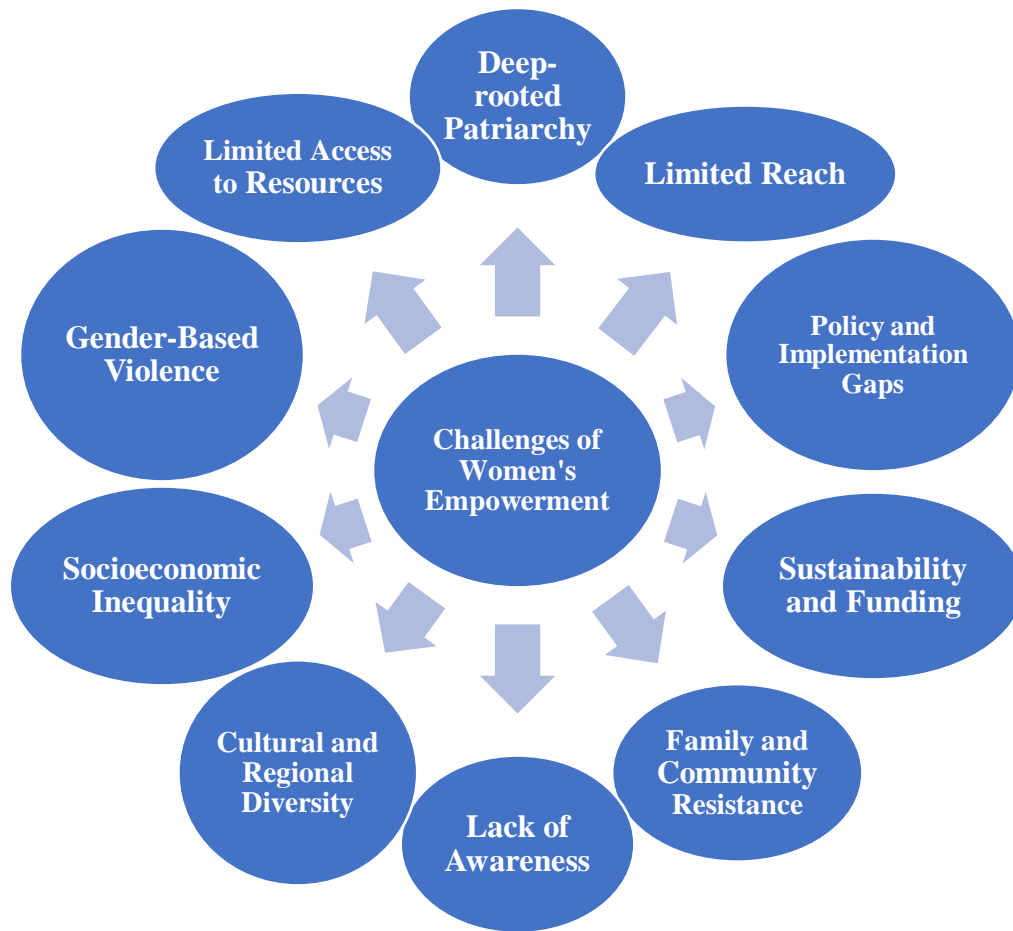


Overall, NGOs in India have played a key role in encouraging change as well as contributing to the empowerment of women. Their efforts, in order to support gender equality, women's rights and sustainability within the country, have been complemented by government initiatives.

#### 5.4. Challenges of Women's Empowerment

NGOs in India have made considerable efforts to support women's empowerment, but face several challenges at the same time. The main challenges are as follows:





In spite of this challenge, NGOs continue their vigorous efforts to empower women in India. They can make significant progress on gender equality and women's empowerment by engaging in cooperation with local communities, public authorities as well as other interested parties through the use of innovative contexts and specific approaches.

**5.5. SWOC analyses of NGO intervention**

SWOC analysis is an analysis of strengths, weaknesses, opportunities and challenges. It is a strategic planning tool to help organisations including NGOs assess their internal and external factors in order to make more informed decisions, which lead to better results. Based on a SWOC analysis, we will assess the results of NGO interventions in India

**5.5.1. Strengths**

- i. Expertise and specialization: In particular areas such as education, health care, women's empowerment or conservation of the environment, there are many NGOs in India with expertise and specialised. They will be able to devise directed and effective interventions in their areas of competence.
- ii. Grassroots Presence: NGOs frequently have a strong local presence, which gives them more insight and connections with the communities in question. Their proximity also increases their capacity for dealing with the particular needs and challenges of the Community.

- iii. Flexibility and Innovation: NGOs, which often have more nimbleness and adaptability compared with large official bodies, allow for innovation and experimentation in solving problems.
- iv. Cooperative Partnerships: NGOs cooperate with the Government Agencies, other NGOs and International Organisations to build a network of partnerships enabling them to increase their impact and resources.

**5.5.2. Weaknesses**

- i. Limited resources: Due to the constraints of funds, some NGOs in India find themselves facing limited sources and are unable to scale up or extend their activities.
- ii. Capacity and expertise gaps: In areas such as project management, monitoring and evaluation or funding, certain NGOs may not have the necessary capacity or experience in order to make their activities effective and sustainable.
- iii. Sustainability challenges: NGOs, given the fact that they are using heavy reliance on funding from projects rather than developing robust more diverse sources of financing, may have difficulty in maintaining long-term sustainability.
- iv. Political and regulatory obstacles: For NGOs active in India, particularly those receiving foreign funding, it can be a challenge to deal with bureaucracy and complex legal requirements.



### 5.5.3. Opportunities

- i. Government Partnerships: As a way of dealing with social and development challenges, the Indian government appears to be increasingly interested in partnerships with NGOs which would offer more opportunities for impact and influence.
- ii. Technology advancement: In India, access to technology and the Internet has been increasing significantly which makes it possible for NGOs to use electronic tools in their outreach activities, awareness campaigns as well as data management.
- iii. Corporate Social Responsibility CSR: India's mandatory corporate social responsibility law encourages companies to invest in social initiatives through partnerships with NGOs, offering additional funding and resources for interventions.
- iv. Public Awareness and Support: The Indian public has a growing awareness and support for social and environmental issues, opening up the opportunity for NGOs to mobilise their citizens' backing and participation.

### 5.5.4. Challenges

- i. Change in the political climate: there could be challenges for NGOs in India, owing to changes in the political environment which might have an impact on regulatory conditions, finance sources and perceptions of society.
- ii. Increased competition: There has been an increasing number of NGOs in India, giving rise to increasingly intense competition for funding and resources.
- iii. Cultural and Social Norms: Some intervention or approach by NGOs, especially in delicate areas like the issue of equality between women and men as well as reproduction rights, may be hard to resist within deeply embedded societal and cultural norms.
- iv. Geographical differences: Ensuring the delivery and implementation of interventions in rural or disadvantaged areas can be difficult due to India's large geographical diversity.

Overall, NGOs in India have the potential to improve their interventions results and contribute more effectively towards positive societal change and development by taking advantage of their strengths, dealing with weaknesses, seizing opportunities and proactively addressing challenges. The ability of these interventions to adapt and cope with the dynamic social economic conditions in this country will also be decisive for their success.

## FINDING AND SUGGESTION

The NGOs are managed by an extraordinary and committed group of individuals in different parts of the country. Some organisations put women's empowerment at the top of their priorities. These top NGOs work to support crime victims in many ways, empowering women socially and economically. NGOs are fighting to enhance the rights of heterosexual women, sex workers, transgender, disabled women, young women, married women, HIV-positive women, and single

women. In this study, researchers find the problem faced by NGOs with regard to raising governmental funds, lack of political support, and lack of voluntary participation forms different groups. There are many negative influences on NGOs because of grant misuse these are the difficulties faced by the NGOs.

The empowerment and improvement of the lives of women in India can be immensely beneficial through cooperation with them. For NGO initiatives which focus on women's work in India, here are some suggestions: -

- i. Women's health and hygiene: create programs that provide women with access to healthcare services including education on menstrual hygiene and the distribution of sanitary products in rural and marginalised communities.
- ii. Promotion of Women's Arts and Crafts: Provide platforms for women artisans to showcase their skills and products, facilitating sustainable livelihoods through traditional arts and crafts.
- iii. Women's education: to improve the qualifications and employability of women, set up initiatives in areas such as Girls' Education, Adult Linguistic Programmes and Vocational Training.
- iv. Girl child education: Support initiatives that encourage parents to send their daughters to school and create scholarships or incentives to educate girls.
- v. Women's economic empowerment: To support the start of businesses or to improve existing ones, introduce microfinance and entrepreneurship programmes that provide financial assistance and training.
- vi. Health and Nutrition support to pregnant women: provision of antenatal and postnatal care programs, nutrition assistance as well as parenting classes for expectant or new mothers in order to promote maternal health and wellbeing.
- vii. Women's rights and legal aid: establish legal aid centres that aid women who are victims of domestic violence, discrimination or other violence, so that they can obtain justice and protection.
- viii. Gender-Based Violence Prevention: Launch awareness campaigns on gender-based violence focusing on prevention, bystander intervention and building a culture of respect.
- ix. Gender Awareness: Conduct workshops and awareness campaigns to raise awareness of gender equality for both men and women and promote a more inclusive and supportive society.
- x. Women in agriculture: Support and training for women farmers to take advantage of the latest farming practices, make use of available resources as well as connect them with market conditions that improve their economic situation.
- xi. Women's Mental Wellbeing: Dispatch mental well-being programs that address the interesting challenges women confront, such as postpartum misery and societal weights, advertising counselling and bolster.



- xii. Safe spaces and shelters: Establish safe spaces and shelters for women experiencing violence and homelessness, providing a safe environment and access to needed services.

In order to make your NGO's work sustainable and efficient, it is essential that you cooperate with locals, government agencies and other interested parties when dealing with women's issues. In addition, it will help the programmes to consider specific needs and challenges faced by women in different Indian regions when carrying out regular impact assessments as well as incorporating feedback from beneficiaries.

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