

Chapter 7
Conclusion and Recommendations

CHAPTER 7

CONCLUSION AND RECOMMENDATIONS

From the past and present research on this topic one can say that corporates are contributing a lot for social cause. It has been observed that the companies are having an increased sensitivity in the social role.

The CSR policy became an add on to their other important company policies there-by the corporate gained special recognition as an agent imparting continuous and positive change in women status, empowerment and wellbeing. The inception of CSR policy had become the silver lining in the cloud to womanhood thus raising hope in various ways; right from changing the society's outlook towards women to their holistic development and invariably giving the women a life with dignity.

The private sector has played a vital role in building '**Belief and Trust**' factor at an incredible fast pace by implementing the applied CSR policy which confines the absolute significance in the community development process and achieving the motive of empowering women.

Through a comprehensive study of data collected, many important findings were identified and the recommendations based on these findings, highlighting the needs of study respondents, are illustrated in this chapter. Significant suggestions are also provided for the corporates and non-government organizations (NGO's) involved in the process.

Non-Formal Education

The findings based on data analysis, focus group discussions and observations; suggests that there is an urgent need of reshaping the planning, implementation and monitoring process of imparting non-formal education by the organization in the following ways:

- Democratic or Talent-centric approach should be developed in the process of designing the structure of non-formal education. Such approach is likely to ensure greater voluntary participation and develop the actual individual talent which would contribute to higher performance and invariably leading to major contribution to advancement of the society.
- Curriculum contents shall be designed by not only considering literacy but also taking the broader aspect 'Development' of the society and an individual.
- There should be flexibility in approach. Classes shall be arranged according to the convenience of the women learners.
- Class and occupational format of imparting education shall be done in the decentralized planning. The roles and responsibilities shall be determined on the basis of the composition of the learners.
- Various subject matter content and communication strategy shall be adopted ensuring informatory, eloquent and attuned message delivery to the women learners in the socio-cultural environment.
- To focus on deploying resources in the community and create activities to bring women with common issues to involve in imparting or acquiring skills and knowledge to build mutual confidence.
- Education programmes are to be strategized on the basis of real time hurdles and problems faced by women in their community and simultaneously attempt to identify the beleaguerments that restrain the women from open voluntary participation and learning.
- Timely and different ways of evaluation techniques shall be developed for the women learners.
- A strong coordination between different agencies (Government, NGO's) working towards common goal is needed to have a strong support system for imparting non-formal education.

- It would be an appreciable factor to have the participation of the local education institutes, centers, groups and communities to impart effective non-formal education.
- Various components of programme should be strengthened. “**Training of Instructors**” should be organized on a regular basis to make them understand the dynamic of women learners and the ways to enhance the effectiveness of the programme.

Vocational and skill development

One of the most important agenda of corporates was to provide vocational training to women to increase their livelihood opportunities and enhance their ability to generate income through particular skills acquired. Vocational programme conducted by corporates also aimed to develop entrepreneurial skills among women.

It was clear from data analysis that women enthusiastically joined vocational programmes with great desire of earning through acquired skills but unfortunately their expectation to achievement had proven to have had a large gap.

To overcome such problems, it was suggested that the organizations should reorganize vocational training programmes in following ways:

- Gain understanding on the grounds of various biased circumstances that women face which preclude them from joining the training and design the vocational trainings customized according to the socio-cultural environment to enhance interest in participation.
- Identifying and nurturing the pre-existent skills and enhancement of the same shall deliver higher result and shall retain the interest of the women.
- Adolescent girls and women may be identified to have the skills that were traditionally considered to be of the opposite gender and hence the vocational trainings are to be neither stereotyped nor gender specific. Training can be imparted for security service, drivers, technicians - Electric/Electronic/Medical etc.,.

- To create accessibility to training programmes for women and avail with basic facilities and services, likely secure transportation, accommodation, wash rooms and rest rooms. Also to create focus on workplace training and apprenticeships.
- Bringing all local institutions of governance viz. Gram Panchayat, Block Level, Gender Resource Centre, together on a common platform for proper channeling of the training process.
- Organization should develop a certain standard certificate system by recognizing the skills acquired through informal system of learning.
- Quality assurance in vocational education training is highly needed to improve the quality of training.
- Financial support service facility to be provisioned to enable the women to establish small enterprises to enhance self-employment and further on expansion to create further employment opportunities.
- Private sector is expected to generate sub-optimal number of job opportunities for skilled women and provision for standard increment policies, leave policies as per natural woman needs and work councils to strategize comprehensively to attract the skilled women workforce.

Economic Empowerment (SHG's Based Approach)

From the data analysis, it was found that the organization efforts for encouraging the formation of **Self Help Groups** were not successful. Majority of the study respondents were not involved with SHG's because of the number of reasons, based on which the following recommendations were provided.

- Regular meetings should be arranged by the organization to solve the problems of newly formed groups.
- SHG's members should be trained how to rotate the money for meeting emergency needs rather than sharing equally among them.

- Persuading the groups to participate with active involvement in the social issues apart from the main interest in the growth of the group.
- The formalities and norms needed to become the member of SHG should be flexible according to women's need.

In this way, some of the problems in formation and functioning of Self Help Groups might get resolved.

Institutional credit to Women SHG

- Women entrepreneurs need credits that can be provided by the banks at a subsidized interest rates by forming a strong client system by creating the needed relation between the bank and SHG.
- Bank should create norms, taking in account the socio-cultural system of the women, so that it is easy on their part to sanction loans and financial credits.
- For solving issues of credibility a single window system is be adopted / implemented.

Integrated Approach for Infrastructure and Market Linkages

- Opportunity to skilled women for business development needs to be catered by providing exposure through organized exhibitions and buyer seller forums.
- Supporting the women entrepreneurs to gain market showcasing of their goods and services globally by enabling them to have their enterprise registered with trading organizations and businesses across the world.
- Women in small and medium enterprises should be provisioned with access to associate with various agencies specialized in the sector and skills.
- Encouraging the use of social media for diverse ways of marketing activities among women entrepreneurs.

- To make a women self-reliable and independent business owner by migrating them from a mere producer, the focus on organizing business trainings is felt as a need to advance from the traditional methodologies to the sophistication of the new generation technologies in the field of investment and modern techniques of financial management.

Legal Empowerment

- **Legal Awareness Programmes** should be organized at regularly periodically to gain awareness among women about their fundamental constitutional rights, legal rights and remedies; awareness of various redressal means and having the access to justice.
- Awareness of different legal acts namely: Dowry Prohibition Act (1961); Maternity Benefit Act (1961); Protection of Women against Domestic Violence Act (2005); Sexual Harassment Act(2013); Right to Information (RTI); Right to Education (RTE)etc. should be provided in details to the women which would equip them to use these rights during any situation of trouble.
- Women should be availed with sessions where they can have an interaction for better clarity and legalities should be promulgated through documents, presentations and audio/audio-visual contents.
- Awareness on civil matter dispute settlement alternatives to be imparted to women by organizing specific subject matter awareness programmes.
- Partnership with NGO's, Civil Society, Government agencies should be done to create awareness on these acts.
- State and district level connections with the legal entities to be created for mass awareness.

Suggestions for Corporates

- Social responsibility is to be an integral part of the corporate. It has been observed that the company's motive of pursuing the CSR objective is ulterior rather than

the actual improvement of the society. The companies, though are fully aware of the critical importance of the implementation of the CSR, they do not comprehend the impact on business growth and profitability but has majorly highlighted the CSR for the need of marketing gimmicks. The CSR policies need to hold substantiate importance at-par with any of the other a mandatory policies of the company.

- **Need for Effective CSR for Women Empowerment** – Companies have invariably designed their own version of the CSR policies and the intervention in addressing women issues have been amended as per the desired fashion of the company. However, it has been found failures in the coordination of efforts and not strategic to be fruitful for women empowerment. Need of synergic efforts by companies, government and organizations with the involvement of all stakeholders and currently is a need to create a snowball effect in empowering women. A standardization of the CSR policy in Indian context with an in-depth clarity would favor in strengthening the CSR initiatives for women empowerment and providing suitable policy environment. To uplift and strengthen the community relationship and nation building an effective CSR is to be designed in a suitable demeanor with scalability and result orientation.
- The critical aspect of the CSR policy and functionality is the transparency. Companies need to come forward to report the CSR expenses and process of programme selection and their intent of their CSR initiative choice. Accountability can be improved with transparency in aid of essential information.
- Incorporation of gender equality should have a predominant importance in the companies. The gender equality should be taken as a considerate feature of the companies ‘annual report’ and this in-turn will help them formulate improvement in their understanding of business and gender.
- A rigorous criterion should be developed for measuring the success of CSR programmes. Indeed, the purpose of such criteria should be to evaluate programmes full impact on women’s and their family.
- To add value of significance to women empowerment initiatives the corporate should adopt the practice of engaging the involvement of the Non-Government Agencies with a proven track record.

- Corporate leadership team and CSR team should plan periodical meetings with NGO representative / intermediaries for building trust, clarity of goals and metrics to yield long term benefits.

The policy maker participation for implementation under the bottom-up approach needs to have a detailed exploration on the concurrent and emerging issues of corporate social responsibility towards women empowerment. Although there is ample wealth of research on the women empowerment, the involvement of all the stakeholders will be an added benefit in the women upliftment process.

Two needs would rise with the exponential growth in the initiative involvement and participation of the corporate in social responsibility. The same would also witness to the opening of various avenues of research.

- The need of women in empowering strategies in the 21st century and as well for the corporate to keep in pace with changing socio-economic conditions.
- On deriving the benefits from corporate initiated development programmes raises the need for the beneficiaries to cognize their social status and maintain their eminence.

To achieve this goal, both the traditional view and view of the women empowerment strategies call for change and to create a contributory environment for the learning of women to take higher responsibility of their own development by the implementation of the latest available applicable technology. Eventually, the need for devising new methods of women empowerment as well as the determination of the corporate who have played a vital role in the contribution of the women empowerment. Hence CSR is clamant and to witness a paradigm swing to strategic long term women empowerment policy from a mere charity.