CHAPTER 6

FINDINGS AND RECOMMENDATIONS
## Chapter 6: Table of Contents

<table>
<thead>
<tr>
<th>Chapter-6</th>
<th>Findings and Recommendations</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.1</td>
<td>Hypothesis Related Findings</td>
<td>135</td>
</tr>
<tr>
<td>6.2</td>
<td>Objectives and Findings of the Study</td>
<td>136</td>
</tr>
<tr>
<td>6.3</td>
<td>Survey Related Findings</td>
<td>139</td>
</tr>
<tr>
<td>6.3.1</td>
<td>Survey of NGOs</td>
<td>139</td>
</tr>
<tr>
<td>6.3.2</td>
<td>Survey of Beneficiary Women</td>
<td>140</td>
</tr>
<tr>
<td>6.4</td>
<td>Conclusions based on testing of Hypotheses</td>
<td>141</td>
</tr>
<tr>
<td>6.5</td>
<td>Recommendations</td>
<td>141</td>
</tr>
</tbody>
</table>
Chapter 6
Findings and Recommendations

6.1 Hypothesis Related Findings

Hypothesis # 1.

Marketing of Welfare programme schemes by NGO is responsible to reach and improve socio-economic conditions of women.

Researcher assumed that Marketing does not play any role in improving social and economic status of women and proved that this assumption is rejected statistically proving the importance of Marketing.

Hypothesis # 2.

Success of a welfare programme depends on the marketing strategy adopted by NGOs.

Researcher during the survey has asked NGOs representatives regarding various strategies adopted by them for the successful marketing. Out of various options given to them, one particular option viz. Formation of SHG received 100 % score which also proved statistically the success for economic improvement of women. Thus only a particular strategy adopted yields success. In this case Formation of SHGs is the finding of the success.

Hypothesis # 3.

Socio-economic conditions and demographic variables are associated with each other.

Researcher choose Age & Education as the demographic parameters to find out association. It was proved that combination of Age & Economic Improvement
are associated with each other while other combinations are not associated. The same is presented in the table below:

**Table 6.1.1**

<table>
<thead>
<tr>
<th>Demographic Parameter</th>
<th>Social &amp; Economic Parameter</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Social</td>
</tr>
<tr>
<td>Age</td>
<td>No</td>
</tr>
<tr>
<td>Education</td>
<td>No</td>
</tr>
</tbody>
</table>

### 6.2 Objectives and Findings of the Study

**Objective No. 1**: To examine the existing marketing practices to reach to women groups of the society

1. The existing marketing practices to reach to women groups of the society as found from the study are:

2. Word of mouth & Arranging workshops are proved to be the two most successful strategies (100%), followed by use of posters (93.3 %).

3. The next comparatively significant strategy appears to be use of brochures (66.7 %). All other strategies are seemed to be practically negligible effective. Advertisements in Newspapers, Local TV Channel and on Radio are totally not opted by NGOs.

**Objective No. 2**: To find out strategies adopted by NGOs to improve social and economic conditions of women.

4. Strategies adopted by NGOs to improve social and economic conditions of women. as found from the study are:
For social conditions –
5. To improve social conditions of women, NGOs adopt various programmes such as awareness of govt. Schemes, Health Programmes & Legal Consultancy, Arranging exhibitions, Family Functions, Aid in emergency and Patriotic Functions & other functions.

For economic conditions –
6. Out of the various programmes listed in the questionnaire, Formation of SHGs Arranging Sale campaign of the products prepared by women, giving direct financial help by way of temporary loans helps women to bridge the gap of Finance, Providing Household articles appears to be another preference opted by NGOs and accepted by women, Sub-contracting jobs to women.

Objective No. 3: To assess effectiveness NGOs welfare programme on improvement of social and economic conditions.

7. The success of both the welfare programmes is as given below, which is self explanatory to assess the effectiveness on improvement of social and economic conditions of women.

For social conditions –
8. Among various programmes organized for the improvement of Social conditions of women, Govt. Schemes topped the list with a score of 100 %, followed by Health Programmes & Legal Consultancy with individual score of 86.7 % each,

9. Exhibitions ranked at no. three with a score of 66.7 %, Family Functions with 40 % score, Aid in emergency with 33.3 % score and Patriotic Functions & other functions with each of 20 % score.

For economic conditions –
10. Out of the various programmes listed in the questionnaire, Formation of SHGs appears to be the only programme which gives NGOs 100% success for the improvement of Economic condition of women. Arranging Sale campaign (80 %)

137
of the products prepared by women directly helps them to convert the articles into liquid cash, giving direct financial help by way of temporary loans (73.3 %) also helps women to bridge the gap of Finance, Providing Household articles (53.3 %) appears to be another preference opted by NGOs and accepted by women.

11. Sub-contracting jobs to women does not appear to be much successful (6.7 %) as revealed by survey. Some other programmes (20 %) conducted by NGOs are also found useful to improve the economic conditions.

Objective No. 4 : To find out correlation between NGO’s welfare programmes & social and economic conditions of women.

12. NGO’s welfare programmes & social and economic conditions of women are found to be correlated as per the replies given by the women.

For social conditions –

- About 90 % women claim that their level of confidence has been increased markedly.
- About 85 % women claim that they have created their own identity.
- Average Social Improvement is noted as 59.11 %.

For economic conditions –

- Monthly Family income before joining NGOs was Rs. 7930/- which increased to Rs. 12969/- a direct growth of 63.54 %.
- Score of average Economic improvement touched to 65.75 %.
- Due to economic improvement, 76.34 % women could increase the quality of their kids’ education.
- Also 78.31 % women were able to purchase needy household items.
- All women preferred ‘Economic Freedom’ to increase in income.
Objective No. 5 :

To find the association of social and economic conditions with the demographic variables.

13. Researcher choose Age & Education as the demographic parameters to find out association.

14. It was proved that combination of Age & Economic Improvement are associated with each other while other combinations viz. Age & Social Parameters, Education & Social Parameters, and Education & Economic conditions are not associated.

6.3 Survey Related Findings

6.3.1 Survey of NGOs

- Office bearers are dominated by male category (53.3 %)
- Average age is 39.3 years
- Major respondents were (40 %) Chairmen
- One third (1/3) NGOs have operation jurisdiction up to District level while only 13.3 % have State Level operations.
- 80 % NGOs work for Men & Women
- 93.3 % NGOs have Nature of working as Social & Formation of SHGs.
- Awareness Generation is the major (86.7 %) Government programme marketed by NGOs.
- 73.3 % NGOs do not receive Government Aid.
- All NGOs organize Govt. Schemes to improve Social Conditions followed by Health Programmes & Legal Consultancy (86.7 %).
- To improve Economic Conditions all NGOs prefer Formation of SHGs and then to organize Sale Campaign (80 %).
- Arranging workshops and mouth publicity are two Marketing Strategies preferred (100 %) by NGOs.

6.3.2 Survey of Beneficiary Women

- Age ranges from 22 years to 58 years with an average of 38.27 tears.
- About 92 % women are married.
• 20% women are Illiterate, 67% have primary education & 4% are graduate.
• Average association with NGOs is 61 months ranging up to 168 months.
• Main intention of association is improving social status, followed by getting loan.
• Family size ranges from a singleton member to 9 members and average size is 4.81 members.
• Average number of Earning Members is 1.98.
• Out of 355 women 46.5% are housewives, 33.2% work as labours.
• Monthly Family income before joining NGOs was Rs. 7930/- which increased to Rs. 12969/- a direct growth of 63.54%.
• About one third families have average income in the bracket of Rs. 10,000/- to Rs. 15,000/-
• About 90% claim that their level of confidence has been increased markedly.
• About 85% women claim that they have created their own identity.
• Average Social Improvement is noted as 59.11%.
• Score of average Economic improvement touched to 65.75%.
• Due to economic improvement, 76.34% women could increase the quality of their kids’ education.
• Also 78.31% women were able to purchase needy household items.
• All women preferred ‘Economic Freedom’ to increase in income.

6.4 Conclusions based on testing of Hypotheses

6.4.1 Hypothesis 1

Marketing of Welfare programme by NGO is responsible to reach and improve socio-economic conditions of target group of women.

Conclusion: The alternative hypothesis was accepted proving the importance of marketing.
6.4.2 Hypothesis 2

Success of a welfare programme depends on the marketing strategy adopted by NGOs.

Conclusion: The alternative hypothesis was accepted proving the success of marketing is based on the strategy adopted for the marketing.

6.4.3 Hypothesis 3

Socio-economic conditions and demographic variables are associated with each other.

Conclusion: Age of a woman & her Economic Improvement are associated with each other. Social and Economic improvements are independent of education of a woman.

6.5 Recommendations

- The fall in status of a woman has led to a socio-economic and religio-cultural deprivation of women. From the womb to tomb women have become victims of violence and deprivations. This needs to be reduced by proper education & legal consultancy.
- Efforts should be made to make more and more women economically free.
- The economic development of females depends upon the type of employment, which they are able to procure. NGOs should study this aspect and new SHGs should be formed in that direction.
- There are certain key areas where women are perpetually marginalized, hence need to be empowered:
  - Lack of access and control over the public resources and institutions.
  - Lack of access and control over community affairs.
  - Lack of control over political process and decision making in households.
  - Lack of access and control over income.
  - Lack of control over their bodies.
- Lack of access to intangible resources such as information and influence.

- There are certain innate qualities like self-confidence, self-worth, communication skills, etc. which are culturally suppressed and not fostered in women by patriarchal society. Efforts should be made to explore these qualities.

- Goal of gender equality should be achieved without any further delay.