CHAPTER - I
INTRODUCTION

“There is no chance for the welfare of the world, unless the condition of women is improved. It is not possible for a bird to fly on one wing”
-Swami Vivekananda.

It sounds intriguing how from a highly dignified position in India’s mythic history, the woman in India has been relegated to a secondary position. The vested interests of the ruling elite and the male lobby influenced by alien cultures legitimised woman as an individual of little consequence. It would be a sad commentary on the subordinate role of women in India when woman is ideally viewed as Shakti (Power), the origin of power itself but in reality found as helpless, hapless woman without any identity except that of a wife, or the mother who has very little voice in decision making and has very little by way of her own basic choice. Women Empowerment as a concept and philosophical basis of social policy is of recent origin. The concept of women empowerment in recent context spread its wings in the latter half of 1970’s, when it was increasingly discussed and promoted by Third World Feminist’s and women organizations for the upliftment of women status and in the oppression of every gender discrimination.

The origin of the concept of the empowerment goes back to the civil rights movement in the USA in 1960’s. It has since then been interpreted differently and filled with the new meaning and is today used in different sectors as business, social work,
development discourse. The different definitions of empowerment ranges between defining it as largely individual process of taking control of the responsibility for one’s life and situation, and defining it as a political process of granting human rights and social justice to the disadvantaged groups of people in society. At the former end of continuum, where empowerment is defined largely as an individual process, empowerment can be used in the conservative political rhetoric of freeing the government of responsibilities for injustice and for granting social security. Instead, the arguments makes individual and communities responsible for their own social security and welfare, without providing the necessary support and resources.

The UN’s International Women’s decade inaugurated in 1975, played an important role in spurring the women’s development movement. At the social Summit in Copenhagen in 1993 and the International Conference on Population and Development in Cairo 1994, Government committed themselves to the empowerment of women. This commitment was operationalized and formulated into a clear action plan at the fourth World Conference on Women in Beijing 1995, where Governments committed themselves to the ‘empowerment and the advancement of women, including the right to freedom of thoughts, conscience, religion, and belief, thus contributing to the moral, ethical, spiritual, and the intellectual needs of women and men, individually or in society and shaping their lives in accordance with their own aspirations’.

In India, after Independence every Five year plan was drafted with the welfare strategies for human development but
the sixth five year plan(1980-85) for the first time in Indian planning history constituted a chapter on Women and Development. It conceived of a multi-pronged strategy as for women development and empowerment. The sixth plan report admitted, ‘Despite development measures and constitutional legal guarantees, women have lagged behind in almost the sectors’ Further stepping ahead Indian Government in seventh five year plan (1985-90) accepted the concept of Women Empowerment as a Development Strategy and in succession ninth five year plan has empowerment of women as its overall plan objectives. Year 2001 was declared “Women Empowerment Year” by Government of India.

1.1 HISTORICAL BACKGROUND OF WOMEN EMPOWERMENT IN INDIA

The status of women in India has been subject to many great changes over the past few millennia. In early Vedic period women enjoyed more than equal status to man. Rigved and Upanishads mention several names of women sages and seers notably Gargi & Maitrey. However later the status of women began to deteriorate approximately from 500B.C, the situation worsened with the invasion of Mughals and later on by European invaders. Some of the reformatory movements by Guru Nanak, Jainism, Rajaram Mohan Rai, Ishwarchandra Vidyasagar, Pandit Rama Bai, and some others did help in upgrading the status of women in India. It is not that, Britisher’s didn’t do anything to upgrade the status of women in society. Some laws were enacted such as ‘Abolition of Sati Pratha’, ‘Widow Remarriage Act 1856’. 
The real change came after Independence. Constitution of India guarantees Equality to women (article 14). There are other articles too which ensures rights to women e.g. No discrimination by the state [article 15(1)], Equality of Opportunity (article 16) etc. Feminist activism picked up momentum in India during late 1970’s. Many social active groups, NGO’S have been working for the empowerment of women. It is one of the great assets that in India women get the right to vote much before USA and some other European countries.

1.2. STEPS UNDERTAKEN IN INDIA FOR WOMEN EMPOWERMENT

The Constitution framers were very much conscious of the problem of declining or declined women status in Indian society hence they ensured Gender equality principle to be enshrined in the constitution of India in its preamble, Fundamental duties and Directive principles. Various articles mentioned in the earlier paragraph are meant for ensuring the gender equality in India. Moreover the Constitution also empowers the states to adopt measures of positive discrimination in favour of women.

The real impetus for this movement was gained when under the Prime Ministership of Mrs. Indira Gandhi, a scheme known as Indira Mahila Yojna was launched, and UNDP also incorporated issues of women upliftment as primary objective. Various schemes were later on launched for the empowerment of women such as Rashtriya Mahila kosh, Mahila Samridhi Yojna, Dhanlakshmi, Kishori Shakti Yojna, SABLA scheme, Indira Gandhi Priydarshni Vivah Shagun Yojna, self help groups at panchayat levels and many more. The establishment of National
Women’s Commission and State Women’s Commissions were important milestones in the direction of women empowerment in India.

The national policy for the empowerment of women (2001) was an important step taken by the government of time for accelerating the pace of women empowerment. The policy was aimed at ensuring women empowerment through positive economic and social policies for the full development of women. So, that they could realize their full potential. The policy assured equal access to women to health care, quality education, participation and decision making in social, political and economical life of the nation. The national policy also aims at strengthening legal system for eliminating discrimination against women. It also visualizes strengthening partnerships with civil society, particularly women’s organizations. States have also taken various measures for empowerment of women.

1.3 DIFFERENT LEVELS OF EMPOWERMENT

In the line with the most theorists on empowerment, change on all levels is necessary if the empowerment of women is really to occur. Empowerment can be measured at three levels:

1.3.1. Individual empowerment

The Individual level deals with the personal abilities. may it be in men or women’s to take control over their lives, their perceptions about their own values and abilities, their abilities to identify a goal and work towards this goal

1.3.2. Group empowerment

The group level deals with the collective action and senses of agency that women or men experience together in group.
1.3.3. **Societal/community empowerment**

The Individual level deals with the permissiveness of the political and social climate, the societal norms and the public discourse on what is possible and impossible for women to do, how women should behave etc.

The different levels are seen as interconnected and mutually reinforcing e.g. when empowerment on individual level occurs, this will have effect on the group and societal level. Women who are empowered on an individual level will most likely go on and affect the other levels. Empowerment on a group level e.g. women organizing around a particular need is likely to have effect on the individual empowerment of the women in the form of increased self esteem and sense of agency.

1.4 **RATIONALE OF INQUIRY**

The need for women empowerment was felt in India long back. The root cause of women’s oppression is patriarchy which has snatched legitimate powers from women making them totally defenceless and powerless. Raja Rammohan Roy, the religious, social, and educational reformer and the maker of modern India, ‘demanded inheritance property rights for women, gave tremendous effort to abolish the defunct custom ‘Sati’, the Hindu funeral practice. Key figure of Bengali Renaissance, Iswarchandra Vidyasagar, championed the uplift of the status of women in India. Jyotirao Phule, Pearicharan Sarkar etc also fought for uplift of women. Later, Mahatma Gandhi had announced at the second round table conference that his aim was to establish a political society in India, in which women would
enjoy the same rights as men. Empowerment of women needs to begin with her participation in different spheres of life. Education is a great determinant in this regard. To achieve empowerment, women have to be educated and aware of their rights and privileges in a modern society. It is education which can bring about awareness in them related to their social status, injustice and differentiation meted out to them. Besides, economic independence is a major factor which can contribute in empowering women. Hence women need to be empowered not as a favour to them but for undoing the injustice and inequality from their mental and social frame. Pt. Jawaharlal Nehru once said, ‘To awaken the people of a nation, it is the Women who must be awakened; Once she is on the move the family moves, the village moves and the nation moves’. (Bhattacharya; 2008)

The process of gaining control over self, over ideology, and the resources which determine power may be termed “Empowerment” and in case of women it is “Women Empowerment”. The most common meaning and obvious feature of the term empowerment is that it contains within the word “Power”. Yogi (2000; 12) defines, “The concept of ‘Power’ and Authority are implicit in the notion of women empowerment. Power is connected to Authority, domination and for exploitation, and is an entity that an individual or group can passes”. This conveys that every society consist of powerful and less powerful groups and ‘Power’ is defined as control over resources and control of ideology, about the distribution of power itself or about the changing the balance of distribution.
Pamei, (2001) says, 'The resources over which control can be exercised fall under five categories i.e. Physical resources, Human resources, Intellectual resources, Financial resources, and the Self'. While talking about the resources and beneficiaries, it is the men who move faster during any type of development, grabbing greater opportunities that women are unable to access because of the gender discrimination. While fighting for equality the struggle of women is two dimensional – one is to meet the developmental and welfare needs and the other is to address the gender needs.

Women Empowerment is basically a question of redefining women’s status in society, putting light in this context Singh S. (2001; 42) says, “It is essentially means decentralization of authority and power. It aims at getting participation of deprived section of people in decision-making process.” While defining empowerment as a specific and independent factor it needs a definition. A meaningful measurement will not be possible merely in terms of growth, income, savings & investments, and capital formation. The human beings have to put some serious and extra efforts in development process as a social process which offers continuous expansion of opportunities & enhancements of human capacities as well as facilities needed to exploit them.

Kabir (2001), offers a useful definition for empowerment that captures both elements, 'Empowerment refers to the expansion in people's ability to make strategic choices in a context where this ability was previously denied to them'. As
Young, (1990; 85), explains ‘Feminism seeks for women the same opportunities and privileges the society gives to men; it asserts the distinctive value of womenhood against patriarchal denigration. The women’s movement rose as an ideological reaction to the conditions of life in which old patterns and ideas were rendered untenable. Under the banner of very broad principles such as ‘Privacy’, ‘Equality’, and ‘Women Rights’ the feminist movements legitimate a variety of innovations that are in women interest under the changed circumstances of contemporary society. In short, the Feminist movement demands an end to the oppression of people based on gender and an end to the definition men as more valuable than women. The UN’s International Women’s decade inaugurated in 1975, played an important role in spurring the women’s development movement.

In India, after Independence every Five year plan was drafted with the welfare strategies for human development but the sixth five year plan (1980-85) for the first time in Indian planning history constituted a chapter on Women and Development. It conceived of a multi-pronged strategy as for women development and empowerment. The sixth plan report admitted, ‘Despite development measures and constitutional legal guarantees, women have lagged behind in almost the sectors’. Further stepping ahead Indian Government in seventh five year plan (1985-90) accepted the concept of women empowerment as a development strategy and in succession ninth five year plan has empowerment of women as its overall plan objectives.
Year 2001 was declared “Women Empowerment Year” by Government of India. The national policy for empowerment of women(2001) aims to ensure women’s equality in power sharing and active participation in decision making in politics processes at all levels, including the legislative, executive, judicial, corporate, advisory commissions, etc. In spite of various measures taken up by government after independence and even during British rule the women weren’t fully empowered. India may be proud of women occupying highest offices of President, Prime Minister, Lok Sabha Speaker, leader of Opposition or women like Ms. Chandra Kochar occupying highest positions in the corporate sector but the facts remains that we still witness dowry deaths, domestic violence and exploitation of women. The female foeticide is not an uncommon phenomenon.

The male female ratio though improved in last year’s in India but some states has lower sex ratio as 877 female per 1000 males. These are the states where female foeticide is at large and women social status is lacking behind, the female literacy rate is also lower than that of male. The ground reality is deprivation, degradation, and exploitation of women specially women from rural areas and those belonging to deprived sectors of society. The Urban elite class women have no doubt benefited by the efforts of women empowerment campaigns and movements. Dr. Darshan Bhuyan in his article titled ‘Empowerment of Indian Women: A challenge of 21’st Century’ writes “Women are being brutalized, commoditised, materialized and subjected to inhuman exploitation and discrimination”. In spite of the reservation being
granted to women in different sectors, condition of women in society remains same – the second gender. The need is to bring the changes and that too remarkable so as to uplift the declining status of women.

1.5 Factor Affecting the Need for Women Empowerment

Changing times and changing societal conditions has emerged with some adverse issues regarding women status and security to sustain in the development process. Globalisation and social development raised the need for women empowerment for matching up the aim of gender equality in society.

1.5.1 Globalization

Globalization has presented new challenges for the realization of the goal of women’s equality, the gender impact of which has not been systematically evaluated fully. However, from the micro level studies that were commissioned by the department of women & child development, it is evident that there is a need to reframe the policies for access to employment and quality of employment for women in India. Benefits of growing global economy have been unevenly distributed leading to the gender inequality, wider economic disparities, the feminization of poverty, through often deteriorating working conditions and unsafe working environment especially in the informal economy and rural areas.

1.5.2 Declining Social Status

Under the social empowerment of women, steps are needed to improve the health status of women, reduce maternal mortality especially in the areas which do not have good medical facilities.
A programme for checking the spread of gyne diseases, women facing high risk of malnutrition, the abuse of girl child birth, providing the basic hygienically suggestions to adolescent girls, giving proper health care knowledge to women of all age groups.

The problem in the country is serious about the women belonging to disadvantaged groups or sections of society. A vigil should be kept on the atrocities committed on the women from the government to help them to fight back and sustain in the healthy environment of justice and equality. Schemes needed to be introduced for helping women who are victim of martial violence, who are deserted and those engaged in sex profession. Awareness programs need to be organised for creating awareness among women especially belonging to weaker sections about their rights.

Government has to be vigilant for ensuring that there is no discrimination against girl child and her rights are protected. The social stigma like child marriage, female foeticide, and child abuse and child prostitution must be eradicated. It is the process by which women acquire due recognition on par with man, to participate in the development process of society. The promotion of rights and empowerment policies regarding women needs a strategic communication. An effective dialogue is the basic need for the dissemination and spread of development policies.

Communication is weaved into almost everything we do: to be effective it has be based on common understanding of women issues, and focus on our communication priorities. The way we communicate must adapt to reflect the culture, attitudes and
expectations of the audiences and receivers. World Bank (2001) – Ultimate goal of communication is to facilitate a change in behaviour to achieve management objectives.

Strategic communication is the program’s steering wheel, guiding it towards its goal. As Kiran Prasad (2004:53) defines,” Communication and Information are important resources to be strengthened and shared to raise community awareness and action on various development issues”. Every policy for empowerment has to be placed in a right frame with definite goals and pre deciding all the cons and pro’s of the process to deliver message. For this a planned string of actions is required. This planning is called strategic Communication planning. For this the concept of communication strategy has be to be understand. Let’s understand what a communication strategy is.

1.7 COMMUNICATION STRATEGY

A communication strategy articulates explains and promotes a vision and a set of well-defined goals. It creates a consistent, unified ‘Voice’ that links diverse activities and goals in a way that appeals to audience –as quoted by ‘Population & Housing Census Bangkok’2008.

In the light of above quote it can be said that strategic communication is also the glue that holds the program together or the creative vision that integrates a programs multifaceted activities.

Defining Strategy Donald&James (1996;105) says, ‘The Strategy will largely consist of messages and media option as well as the various marketing communication tools such as sales
promotion, direct marketing, public relations to deliver and display messages’. It means all the plans and actions used and implied during the promotion and sales, transfer of message/product/idea may be termed as Strategy. And as Kiran (2004; 61) says, ‘Communication and Empowerment have been regarded as effective strategies for achieving women empowerment’.

Along with the focus on consumer’s/receivers needs, wants and problems, the ‘Communication’ concept implies an understanding of what communication can or cannot accomplish. Specifically communication affects the way people think, believe or feel. Joshi (2001) quotes ‘It is being increasingly realized that communication and social change leading to sustainable rural development go together. Communication cannot provide finance input or infrastructure, but it can help in creating awareness and is the essential element of social change’.

Going through glossary of marketing and social marketing media books, Communication Strategy can be defined as,” A plan of actions designed to achieve a specific goal by a systematic well planned series of action, combining different methods, techniques & tools to achieve an intended change or objective utilizing the available resources within a specific time frame.”

\1.6 **PROFILE OF AREA UNDER STUDY**

1.6.1 **Haryana and Punjab Socio –Cultural Background**

Haryana is a state in North India with its capital as Chandigarh. It was carved out of the former state of east Punjab on 1 November 1966, on the basis of linguistic
distribution. It is bordered by Punjab and Himachal Pradesh to the north and by Rajasthan to the west and south.

Haryana was administered as part of the Punjab province of British India, and was carved out on linguistic lines as India's 17th state in 1966. Haryana is now a leading contributor to the country's production of food grains and milk. Agriculture is the leading occupation for residents of the state with the flat arable land irrigated by submersible pumps and an extensive canal system. Haryana contributed heavily to the Green Revolution that made India self-sufficient in food production in the 1960s.

Haryanavi has traditionally been the dominant mother tongue in Haryana, with standard Hindi being spoken as a second language. Haryanvi has no official status, as it is seen as a dialect of Hindi thus Hindi is the official language and the most commonly spoken language in the state.

Punjab also spelt Panjab, is a state in North India, forming part of the larger Punjab Region. The state is bordered by the Indian states of Jammu and Kashmir to the north, Himachal Pradesh to the east, Haryana to the south and southeast, Rajasthan to the southwest, and the Pakistani province of Punjab to the west. The state capital is located in Chandigarh a Union Territory and also the capital of the neighbouring state of Haryana.

After the partition of India in 1947, the Punjab Province of British India was divided between India and Pakistan. The Indian Punjab was divided in 1966 with the formation of the new states.
of Haryana and Himachal Pradesh alongside the current state of Punjab.

1.6.2 Demographic Introduction of States

Haryana and Punjab are the two northern states of India, both having a rich socio-economic culture and are fast developing states.

**Table-1.1**

**Demographic Introduction of Haryana and Punjab**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Category</th>
<th>Haryana</th>
<th>Punjab</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Demographic</td>
<td>21 Districts</td>
<td>20 Districts</td>
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<tr>
<td></td>
<td></td>
<td>74 Tehsils</td>
<td>77 Tehsils</td>
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<tr>
<td></td>
<td></td>
<td>154 Towns</td>
<td>217 Towns</td>
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<td></td>
<td></td>
<td>6841 Villages</td>
<td>12,581 Villages</td>
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<tr>
<td></td>
<td></td>
<td>2 new districts – Mewat and Palwal</td>
<td>3 new districts- SAS Nagar, Taran Taran, Barnala</td>
</tr>
<tr>
<td>2.</td>
<td>Population</td>
<td>Total- 253.51 lacs</td>
<td>Total- 277.43 lacs</td>
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<tr>
<td></td>
<td></td>
<td>Rural-165.09 lacs (65.1%)</td>
<td>Rural- 173.44 lacs (62.5%)</td>
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<tr>
<td></td>
<td></td>
<td>Urban- 88.42 lacs (34.9%)</td>
<td>Urban- 103.99 lacs (37.5%)</td>
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<td>3.</td>
<td>Sex Ratio</td>
<td>879</td>
<td>895</td>
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<tr>
<td></td>
<td></td>
<td>Rural-882</td>
<td>Rural-907</td>
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<tr>
<td></td>
<td></td>
<td>Urban-873</td>
<td>Urban-875</td>
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<tr>
<td>4.</td>
<td>Literacy Rate</td>
<td>Total-75.6%</td>
<td>Total- 80.4%</td>
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<td></td>
<td></td>
<td>Rural-71.4%</td>
<td>Rural</td>
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<tr>
<td></td>
<td></td>
<td>Urban-83.1%</td>
<td>Urban</td>
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<tr>
<td>5.</td>
<td>Growth Rate</td>
<td>Total-19.9%</td>
<td>Total- 13.9%</td>
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<tr>
<td></td>
<td></td>
<td>Rural-9.8%</td>
<td>Rural- 7.8%</td>
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<tr>
<td></td>
<td></td>
<td>Urban-44.6%</td>
<td>Urban- 25.9%</td>
</tr>
</tbody>
</table>
And as per Census 2011, there are 21 districts, 74 tehsils, 154 towns (including 74 census towns) and 6841 villages in Haryana. There is an increase of 2 districts, 7 tehsils, and 48 towns (52 census towns) in Census 2011 compared to Census 2001. Two newly created districts are Mewat and Palwal.

As per Census 2011, the total population at 00.00 hours on 1st March 2011 is 253.51 lacs. Of this, the rural population is 165.09 lacs and the urban population is 88.42 lacs. The total incremental increase is 42.06 lacs out of which 27.26 lacs is in urban areas, 14.80 lacs is in rural areas. The growth rate during the last decade has been 19.9% (Rural-9.8%, Urban-44.6%) whereas the growth rate at all India level is 17.7% (Rural-12.3%, Urban-31.8%). The density of population of Haryana state has increased from 478 during 2001 to 573 in 2011 as compared to 382 of Indians. The rural population constitutes 65.1% and the urban population 34.9% to the total population. The share of urban population has increased to 34.9% during 2011 from 28.9% as compared to 31.2% of India. Sex ratio in Haryana is 879 in 2011. Sex ratio is defined as the number of females per 1,000 males. It has increased by 18 points from 861 of 2001. In rural areas it has increased to 882 from 866 (gain of 16 points) and in urban from 847 to 873 (gain of 26 points). Highest sex ratio have been reported in Mewat (907) followed by Fatehabad (902) and Rewari (898). Lowest sex ratio reported in Gurgaon (854), Sonipat (856) and Jhajjar (862). Highest improvement have been recorded in Panchkula (50 points from 823 to 873), Faridabad (47 points from 826 to 873), Panipat (35 points from 829 to 864).
Sex ratio increased in districts except Mahendargarh (decreased by 23 points from 918 to 895) and Rewari (decreased by 1 point from 899 to 898). The literacy rate has improved from 67.9% in 2001 to 75.6% in 2011. In rural areas literacy rate increased from 63.2% to 71.4% and in urban areas from 79.2% to 83.1%. Overall literacy rate of India is 73.0, 67.8% in rural and 84.1% in urban. Maximum literacy have been recorded in Gurgaon district (84.7%), Panchkula (81.9%), Ambala (81.7%). Minimum literacy rate have been recorded in Mewat 54.1%, Fatehabad 67.9% and Sirsa 68.8%. Female literacy registered an overall increase of 10.2% from 55.7 to 65.9% in 2011. In rural areas it is increased to 60.0% from 49.3% and in urban areas from 71.3 to 76.9% in 2011.

Considering Punjab, as per Census 2011, there are 20 districts, 77 tehsils, 217 towns (including 74 census towns) and 12,581 villages in Punjab. There is an increase of 3 districts, 5 tehsils, and 60 towns (4 statutory and 56 census towns) in Census 2011 compared to Census 2001. Three newly created districts are SAS Nagar, Tarn Taran and Barnala.

As per Census 2011, the total population at 00.00 hours on 1st March 2011 is 277.43 lacs. Of this, the rural population is 173.44 lacs and the urban population is 103.99 lacs. The total incremental increase is 33.84 lacs out of which 21.36 lacs is in Urban areas, 12.48 lacs is in rural areas. The growth rate during the last decade has been 13.9% (Rural-7.8%, Urban-25.9%) whereas the growth rate at all India level is 17.7% (Rural-12.3%, Urban-31.8%). The growth rate in Punjab has declined from 20.1% during 1991-2001 (Rural -12.6%, Urban -37.9%).
Population density in Census 2011 works out to 551 showing an increase of 67 points from 484 of 2001. Ludhiana (978) is the most densely populated district followed by Amritsar (928). The highest increase in density has been in SAS Nagar from 683 in 2001 to 909 in 2011 which is an increase by 226 points. The rural population constitutes 62.5% and the urban population 37.5% to the total population. All the districts have recorded an increase in urban proportion during the decade. There has been an increase of 3.6% points in the proportion of urban population in the last decade. Sex ratio in Punjab is 895 in 2011. Sex ratio is defined as the number of females per 1,000 males. It has increased by 19 points from 876 of 2001. There are six districts in Punjab which are showing sex ratio 900 and above. In rural areas the sex ratio has increased by 17 points from 890 points in 2001 to 907 in 2011 whereas, in urban areas it has increased by 26 points from 849 to 875. Hoshiarpur district has recorded the highest sex ratio of 961. The rural sex ratio is the points from 849 to 875. The rural sex ratio is the lowest in SAS Nagar district (867) and urban sex ratio is the lowest in Gurdaspur district (848). The rural sex ratio shows an increase in all the districts. In urban sex ratio, Gurdaspur and Bathinda districts show a fall of 22 points and 6 points, respectively. All the districts, except Bathinda, have recorded improvement in the sex ratio. The number of literates in Punjab is 187.07 lacs in Census 2011. Of this, 109.98 lacs are in rural area and 77.09 lacs in urban areas. Out of an increase of 39.50 lacs literates during 2001-11, rural areas accounted for 19.89 lacs and urban areas 19.61 lacs. Female literacy rate is 70.7% (Rural-65.7%, Urban-79.2%). The highest female literacy in rural areas is returned in Hoshiarpur district (79.1%), while
lowest is returned in Mansa (51.7%). In Urban areas, the highest female literacy is returned in Hoshiarpur (84.8%) and lowest in Mansa and Barnala (70.2% each). During the last decade, female literacy has increased by 7.3% points (Rural-8.0% points and Urban-4.7% points.) . The gap in literacy rate between male and females has reduced from 11.9 in 2001 to 9.7 in 2011(Rural-13.3 in 2001 to 10.9 in 2011 and Urban from 8.5 in 2001 to 7.5 in 2011).

1.7. OBJECTIVES

1. Identification of Women Empowerment schemes/programs in Punjab and Haryana.

2. To know the positions regarding communication strategy adopted by Haryana and Punjab states regards to Women Empowerment.


1.8 STATEMENT OF THE PROBLEM

Haryana and Punjab are the two progressive states of India besides this the women status in both states is at the lowest standard. The objective of the research is to study the process of women empowerment in both states and to find out the patterns of communication to promote the policies regarding women empowerment. The research will bring out the planning and procession of communication strategy used by the state governments in both states.