CHAPTER – III
REVIEW OF LITERATURE

3.1 INTRODUCTION

Selected literature review is a select analysis of existing research which is relevant to the research topic, showing how it relates to the present research. It explains and justifies how previous research investigation may help answer some of the questions regarding the present research.

3.2 REVIEW OF RELATED LITERATURE


This article deals with the critical analysis of Women Empowerment process firstly by identifying the conditions leading to a psychological state of powerlessness. Than by deciding the use of managerial strategies and techniques to frame policies and programmes’ for the empowerment process. After that providing self – efficacy information to subordinates using the sources like verbal persuasions and emotional arousals. Bringing out the results of empowerment processes by experiences of subordinates. Lastly it discusses about the behavioural effects by the persistence of behaviour to accomplish task objectives and by removing conditions listed under first stage.
Women and Movement Politics in India (Oct.1989) by J.Calman Leslie

This Article describes the overall structure of women’s movement, analysing the ideological origins of that structure and paying particular attention to the movement’s relationship to other contemporary non party –affiliated Indian movements. It suggested some potential strengths of the reticular structure, noting that political movements may serve different functions than party and electoral politics, particularly the creation of new channels for political participation and the development of personal and community empowerment. The best hope for the success of the women’s movement is to deepen the cooperation that already exists between the rights and empowerment wings of movement.


This Article is a attempt to link the political and social implications of these economic policies on women’s lives and work with the development of strategies for survival and empowerment, focusing on urban working women. The second part of the article focuses on the debate on feminism of the labour forces under SAP (structural adjustment program). And finally presents some alternatives perspectives and suggests organizational strategies in relation to women’s paid and unpaid labour to improve the quality of their lives and lay the basis for empowering them towards transformation of the structures of their subordination.

This research paper discusses about the nature of Strategic Management as a whole, it states and explains that strategic management, often called “Policy” or nowadays simply “Strategy”, is about the direction of Organization and the most often some business firms. Those that are Strategic includes: selection of Goals; the choice of Products/services to offer; the design and the configurations of the policies determining how the firm positions itself to compete in market (eg. Competitive Strategy); the choice of an appropriate level of scope and the diversity; the design of organizational structure, administrative systems and the policies used to define and coordinate work.

This Paper defines the Fundamental concept of Strategic Management as an academic field is much younger than its actual practice. while its date of conception is somewhat uncertain, the academic field of strategic management is certainly a child of 1960’s. Strategic management, as a field of study, originated as a teaching area in business school. The first business school, The Wharton School, was established at the University of Pennsylvania over 100 years ago.

Marketing Planning & Strategy (1999), Subah. C. Jain

This Book provides the strategic marketing skills necessary to compete in the global economy with a variety of analytical frameworks to understand how companies formulate strategy, make strategic decisions, and implement strategy.
This book deals with the strategic role of marketing. The strategic role of marketing is quite different from marketing management which deals with the developing, Implementing and direct program to achieve designated intentions. This book uses a variety of analytical frameworks to demonstrate how companies formulate and implement strategy. Lessons in book explore marketing strategy from the viewpoint of the business unit, and clearly distinguish marketing strategy from marketing management. Along with it Includes 29 real-life cases with questions, plus chapter summaries and discussion questions. This sixth edition adds material on the global market, emphasizes the role of the Internet, and brings an international focus.


In the present paper author enlisted the challenges experienced by the women entrepreneurs and have also suggested
ways and means to empower them to handle these challenges. Some major empowerment strategies to deal with these challenges proposed in this paper are: EDP’s, formation of self-help groups, Interventions of governmental, non-governmental voluntary organization, interventions of professional bodies of women entrepreneurs, formation of support networks of family and friends, mentors and role models.

**Participatory Development and Empowerment: The Dangers of Localism (2000) by Giles Mohan and Kristin Stokke**

This article examines the links between development theory and political action and the ways in which new political spaces are being imagined and constructed. In development practice there has been a parallel move towards local ‘participation’ and ‘empowerment’. This paper examines the manifestations of this move in four key political arenas: decentralized service delivery, participatory development, social capital formation and local development, and collective actions for radical democracy.

**Parliamentary Representation of Women: From Discourse of Justice to Strategies of Accountability (2000) by Marian Sawer**

This article argues the about the Accountability, Representation and a share in the decision making scenario in Parliament at National and International level by women’s. The 1990’s have witnessed a wide range of Initiatives at National and International levels to increase parliamentary representation of women. It is argued here in this article that the “underrepresentation of women” is an inherently ambiguous
slogan. The article concludes that “making a difference” discourse may lead to an over-emphasis on embodiment and a neglect of issues of accountability.

**Women Empowerment through State Benevolence (Aug12-18, 2000) by Shobhita Rajagopal and Kanchan Mathur.**

This Article is a registered account of the state – Rajasthan which is one of the first states to launch a participatory and innovative women development program – WDP, which was successful enough to challenge the socio-political power structure.


This article elaborately presents five definitions’ of strategy – Plan, Ploy, Pattern, Position and Perspective and considers some of their interrelationships. It defines the Strategy as – A plan, some sort of consciously intended course of action, a guideline (or set of guidelines) to deal with a situation. By explicating and using five definitions, we may be able to remove some of this confusion and thereby enrich our ability to understand and manage the processes by which strategies form.


This book guides about the proper framing of a communication strategy by the means-end research on which it is based.

This Paper presents the two-folded purpose: to evaluate the Grameen bank as a strategy for empowering and improving the socio economic status of women in Bangladesh, and to identify lessons from the Grameen bank experience that can inform development policy more generally.

From Development to Empowerment: The Self-Employed Women’s Association in India (2003) by Rekha Datta.

This essay is an account to SEWA – self employed women’s’ association which was formed in 1972 in Ahmedabad, Gujrat. It is an account of SEWA’s initiative and strategies in the last 25 years, measures that have paved the road for women empowerment. This essay analysis the strategies that SEWA has used to mobilize and empower self employed women in India. The present essay argues that SEWA’s strategies reflects the multi-dimensional and integrated process of empowerment. SEWA members operate on a need based model and aims to improve their own economic status.

SEWA model transmit a fundamental but simple message: Women have to find suitable strategies for themselves. This is possible if they begin with grass root level and work with their way up confronting and overcoming obstacles


This is an essay examining the impact of engineering elections; serving as a case study is the increased participation
of women in Panchayati Raj, the three-tiered local govt. system in Karnataka, India. Engineering elections through gender quotas is a crucial component of strategies that seek to empower women through increased participation in the political system. This experiment has seen mixed results: it made women more visible and increased self-efficacy of women representation thus highlighted the possibilities for change through increased participation by women.

**Communication Strategy for Empowerment of Women in Agriculture (2003, 7-9 Jan) by D.Solanki, S.Intodia, P. Mathur**

This study was conducted to identify the factors hindering the empowerment of women in Agriculture and to suggest and to suggest suitable strategy for empowering women engaged in farming.

The finding reveals that inadequate technical competency of women in Agricultural aspects is the major factor hindering the empowerment of females in this area. The knowledge of women in crop production, horticulture and animal husbandry aspects was 19.25, 15.75 and 25.90 % respectively. Similarly involvement of women in decision making in technical matters was very poor with mean scores of only 10.02% in crop production, 0.58 % in horticulture and 17.90% in case of animal husbandry. Therefore women must be empowered technologically in order to promote women involvement in decision making in agricultural aspects. Training is an important component of HRD which enhances their knowledge and skills. Some priority areas
in which women need training are conservation of natural resources, use of fertilizers and post harvest management etc.

**Participatory Communications Strategy Design – A handbook (2004) by Paolo Mefalopulos and Chris Kamlongera.**

This handbook throws light on participatory communication design. It describes the foundation of communication strategy plan, participatory designs of messages and discussions themes, communication materials and media issues, managing the planning and implementation of the communication program.

**Developing Indicators to Assess Women’s Empowerment in Vietnam (June’2004) by Diana Santillian, Sidney Ruth Schuler, Hoang Tu Anh, Tran Hung Minh, Quach Thu Trang and Nguyen Minh Due.**

This paper describes the process of developing, testing and refining the empowerment indicators, presents some of the findings, and discusses the methodological challenges that need to be addressed. The paper concludes by recommending a set of Vietnam – specific domain for assessing women’s empowerment in the socio-economic sphere as well as in reproductive health.

**Communication & Empowerment of Women: Strategies and Policies Insights from India (2004) by Kiran Prasad**

The set of books Vol.1&2, addresses communication strategies and policies for women empowerment. It redefines the agendas, rethink strategies that will empower women and seek to raise social consciousness on women and issues related to women and their social status. The book emphasis on bringing the insight of women empowerment experience from several states of
India that could provide the inspiration in other parts of country and as well as in other developing countries / states.

The chapters in this book links theory, policy, strategy and practice in communication and women development as communication forms an intrinsic core of all strategies designed for women empowerment. It opens with a rethinking of communication policy for empowering women in India focusing on the communication strategies to improve the status of women.

The second section presents a wide spectrum of Insight from selected states of India focusing on the multi dimensional features of communication and women empowerment and integrates them together. The Third section of book addresses threadbare issues of women’s health and communication policy for initiating behaviour change among women to raise their quality of life.


This paper explores the nature and form of disability afflicting the individual and social life of women in rural Haryana, both in terms of physical and mental parameters. It talks about the family strategies and community in supporting disabled women in negotiating family, work, economy and society. It also highlights the social effects of physical disability on various stages of their life cycle, explored through life histories of women belonging to different age groups and those belonging to different castes.
This paper throws light on the initiatives of women empowerment done by government and voluntary agencies and also discusses the problems that hamper planning of realistic policies and services of the upliftment of women status in society.


The book is set of two interrelated editions. The 1’st set seeks to analyze the patriarchal discourse of colonial society and includes an analysis of shaping of Hindu-Aryan Identity. The parameter of the discourse on Widow Immolation, the de feminist structure of popular culture in 19’th century Urban Calcutta. The 2’nd set of articles relating to women of productive of patriarchies in Agrarian transition in Haryana and in Oudh Peasant movement.


This survey report collected information on several dimensions of women’s empowerment from 90,303 ever married women ages (15-49), from all the states of India. Utilizing these data sets, four Indices- household autonomy index, mobility index, attitude towards gender index and attitude towards domestic violence index – are constructed to measure the different measures dimensions of empowerment. Using these indices, the spatial and socio-economic, and cultural disparities that exist within India are analyzed.
The result shows that at the National level, 43% of the women have high household autonomy; 23% of the women have high freedom to move outside their home; 40% of the women have no gender preference attitude; and only 43% of the women defy domestic violence. Additionally, Media exposure and age have emerged as an important predictor for all the four dimensions of women empowerment.


Represents communication as a tool of development. Communication role in the whole process of development is not limited to media technologies or to the economies of mass media, it is a way of thinking about the interactions among all the development agents involved. The dynamics of development are represented in an organized way for the media profession and practice. It is an analytical review of development theories and practices both from International and Indian perspective.

**Empowerment Global Hub: Communication Strategy (Nov’2006) by Rosalind Eyben**

This research paper describes the strategies principles and means followed by an indicative action plan. The global hub of RPC is concerned with the actors, norms, beliefs, ideas, networks and Institutions associated with the global policy processes that impact on women empowerment. Its primary communication aims to work and support those feminist active in global arena’s in civil society networks, inside governments, in International developmental agencies, academia or in the media.
with new ideas and knowledge for making more informed decisions as to where and how to invest their energies and thus through their actions be more fruitful in supporting the construction of pathways of women empowerment.


This book allows learning how to properly use social media and underline the behaviour patterns that power the social web for making the marketing plans. The book is comprised of four parts which comprise some chapters to discuss and define the social media strategy and its different stages. This book is about realizing and putting to business use the powerful connection between participation and Influence, and ultimately preparing for and embracing what’s next.

The Understanding of growing consumer attractions to social media and also the causes of the frustration with the traditional media are discussed widely in first part of the book, the first part of the book ends with a well versed definition of social media and a framework to understand how to apply social media to business or some organization.

Second part of this book; discuss how to build a social media campaign.

Third part allows discovering the challenges in handling the various forms of social media that are available. This part covers each of the social media channel, it opens with a general approach for building the media plan and then works through each of the channel groups – social platforms, social channels,
including both multimedia and rating reviews and social interactions.

This part of the book ends up with the integration and analysis of basic techniques and touch point analysis to gear up the final steps in development of social media plan.

**Women in Indian Society (2010) by R. Desai and V. Thakar**

Desai R. and Thakar V.( 2010) in their book “Women in Indian Society makes a concentrated effort to present the status of Indian woman against the ever-changing social, economic, political and academic backgrounds. Tracing the history of the women’s issues and actions there on since 19’Th century the book provides insight into the complex nature of work contributed by women, their educational status, and their contribution in organized and unorganized sectors. Their political participation, legal status, their position in family and outside the world and some of the emigrant’s issues.

**Communication Strategy by Dr. Shukla Paurav**


This Article deals with the objective of a Communication strategy: the communication process, developing effective communications, deciding on the marketing mix, managing and coordinating integrated marketing communications. It further defines the objectives of a communication strategy which includes: To inform, to persuade, image creation and reassurance.

Also the article talks about the personal communication
channels identify influential individuals and use them, creating Opinion leaders, designing advertisements, developing word of mouth referral channels.

Rural women’s Empowerment in a Communication Technology Project: Some Contradictory Effects by June Lennie

This paper presents selected findings from the evaluation of a feminist action research project that aimed to enhance Queensland rural women’s access to interactive communication technologies (ICTs). Project activities aimed to be empowering and inclusive. They included online conversation groups, workshops and audio conferences. A model of women’s empowerment is used that comprises social, technological, political and psychological forms of empowerment. The evaluation results suggest that many participants experienced each of these forms of empowerment. The online group welink (women’s electronic link) was considered particularly important in facilitating women’s empowerment. However, the analysis also indicated various disempowering effects of participating in the project. Case studies of two participants illustrate these contradictory effects. These results suggest that enhancing rural women’s technological empowerment is urgently required, given that use of ICTs is becoming increasingly important to their leadership and participation in community development. Strategies for enhancing rural women’s empowerment are suggested.
Empowerment of Women in India: by Dr. Shambhu Nath Tiwari

The Research paper talks about the Empowerment of women in India. It compares the contemporary scenario with the past times and attempts to measure Empowerment for Women to focus on GEM (Gender Empowerment Measures). Also, the concern viewpoints of Women Empowerment in India are discussed, so as to initiate effective legal and Administrative measures for the proper empowerment of women in country. An overview of constitutional provisions for empowering women in India is presented.

Women Empowerment: A Challenge of 21st Century: Concept Paper

www.rmttc.com

This paper discusses the various issues related to Women Empowerment and suggests measures to achieve this end. It describes the conceptual framework of women empowerment and defines the discourse and agenda of gender equality, more as a means to achieve gender equality than as an end in itself. Different levels of Empowerment with the Historical background of women empowerment in India has been discussed as these has been interconnected and mutually reinforcing the development and empowerment process. The basic frameworks, real impetus for the movement of empowerment and gender equality have been described to clear the concept of Women Empowerment which visualizes strengthening legal system for eliminating discrimination against women. Along with this, the ground reality of degradation, deprivation and exploitation is duly considered
for the amendments and reformatory measures and steps to be taken in regard. Necessity of Social empowerment, Education, Role of NGO’s, role of International Agencies has been defined for enabling Empowerment Process. Briefly all the concerns regarding Women Empowerment to ensure Gender Equality.

**Developing a Communication Strategy**

http://knowhownonprofit.org/campaigns/communications/effective-communications-1/communications-strategy

This Article defines the concept of communication strategy very well regardless of the objective of a project defining a communication strategy shows attention to planning an understanding of the situation, an ability to carry out the work and clear identification of goal. It clearly states that while framing a communication strategy it removes doubt, emphasizes planning and involves all the project participation in raising the visibility of the research. Defining the need of a strategy it is defined that to ensure the participatory development is better understood, adopted in other projects and adapted to their needs. While framing a communication strategy few things should be kept in mind: ABC of communication – source, message and transmission channel, receiver and feedback use of local language will enhance the acceptability of a communication strategy.

**Writing a Communication Strategy for Development Programmers – A Guideline for Program managers and Communication Officers**

www.unicef.org

This guideline regarding a communication strategy is a tool
to guide the actual writing of a communication strategy for a program or a project – a strategy that supports a program to achieve goals, especially its social and behavioural objectives. This guideline is divided into two main parts which deals to describe doing the analyses and developing strategy. It begins with the advices on the analyses needed for strategy development, the development issues, and the program to be supported, the participants and their behaviours and the Communication channels.

Second part addresses the actual development of strategy taking the results of analyses to develop communication objectives and shape advocacy.

Women Empowerment through Access to Information: The Role of Non-Government Agencies in Nigeria by Adeton A. Oyelude

The paper examines the various programs /services of libraries, resource centres and NGO’s in meeting the socio-economic and political informative needs of women. It ascertains how women actually access the information provided by the NGO’s and it imparts on their socio-economic status. It also identifies the challenges faced by NGO’s in providing information to empower the women.

The research paper consists a Case Study with methods and data for the study collected from women (users) and the management and staff of NGO centres through Questionnaire and Interview, where qualitative data was gathered. Majority of women using the centres had to be target – how to use the
technologies like laptops, computers, I-pads, and smart phones. Radio and TV came out as widely used means of accessing Information, Interpersonal Communication as well either by sharing words or by telephonic conversation. The NGO were discovered to be slowly and steadily gaining ground in educating women and creating awareness among them get empowered. Constrains faced by NGO’s mostly funding and getting enough material, equipment and other material needed further to empower women. They were found to be great source inspiration to women especially in Rural or less urbanized areas of Country.

**Communication Immunization: The Mass Media strategies (2000) by Mani Shankar Singh & Aditya Bhardwaj**

This research paper talks about the mass media strategies of GOI in communicating Immunization process. Selection of mediums best suited for relaying the messages is taken special care in this process. The major task of GOI is to ‘reach the unreached’ with laying special emphasis on information, education, and communication through communication on social mobilization. In this paper the policy of Immunization is given importance through the point of view of sustainability of Immunization. The logic being that once demand for immunization is created it will automatically generate supply and will create an environment conducive to universal child immunization.

The IB ministry being nodal agency divides the dissemination of Information about policies and programs in various departments called media units i.e. Doordarshan (TV),
AIR (radio), Press Information Bureau (PIB), Directorate of Advertising & Visual Publicity (DAVP) and Publication Division (PD).

**Route 1**

MHFW (Ministry of Health and Family Planning) → Media Units → People.

**Route 2**

MHFW → Media Units → Private sector → Media units → People

**Route 3**

MHFW → Private sector → MHFW → Media units → People

**Route 4**

MHFW → Media Units → Private sector → People (Least used channel)

On a whole, the work is a collaboration in which MHFW officials identify the media strategy and message in consultation with communication experts and media units. T.V, Radio, Newspapers, Dailies, Periodicals, roadside hoardings, wall paintings, Bus back panels, Kiosks, Bus stop shelters, posters, leaflets, Brochures, Booklets, pamphlets, street theatres, folk dances, folk arts, and crafts are some of the important media outlets.

Besides these, person-to-person contacts (health workers, volunteers etc.), organizing of high visibility events like shishu rakshak melas, sports events, entertainment shows are some other channels to spread the information and key message.
Basic idea behind utilizing every possible channel of communication for Immunization process used is to communicate the message effectively.

**Communication Strategies for Family Planning (1975) by M. Roggers Everett and Review by A.Wikening Eugene.**

This essay is an attempt ‘to summarize and synthesize what is known about communication strategies in family planning” i.e.

- To define the field of family planning communications.
- To point out directions for future research.

Book makes a substantial contribution also to the literature on diffusion of innovations.

This book is rather arful combination of communication concepts and models, detailed accounts of family planning experiences and studies drawn from different countries on family planning measures n policies. There are two chapters which stand out and add new material to the diffusion literature.

The chapter on 'Incentives in the Diffusion of Family planning Innovations” describes the role of financial incentives in gaining adoption of practices for which benefits to the Individual may not be either real or apparent.

The chapter on- “Family Planning Message Symbols” presents the experiences of attempting to transfer the terminology of Family Planning from one culture to another and rejection of programs that use words and symbols which have intended meaning.
The wide discrepancy between ‘knowledge about family planning & practice of family planning’ is known as the KAP-gap. The KAP-gap attests to the difficulties of overcoming the taboo of sexual behaviour, the social and biological supports for child birth and lack of facilities. Family planning approach assumes that if knowledge about the birth control device are made known and the advantages of small families are pointed out, that the necessary steps for limiting family size will be taken.

**Literacy, Power, & Feminism (2002) by Malini Ghosh**

This paper describes diverse teaching/learning environments that formed part of women’s empowerment program in a district of UP state in bid to examine the power relations reproduce and transform themselves in literacy program, which consciously attempt an empowering of participatory pedagogy.

This paper uses the experience of Nirantar- a resource centre working for gender education. While working with Mahila Samkhya, a women’s empowerment program in Banda district of UP to discuss the reproduction and transformation of power relation in certain literacy situations. An examination of how power dynamics play themselves out in literacy program.

**Microfinance and Women Empowerment: A lesson from India (2002) by Fiona Leach & Sashikla Sitaram**

This paper is a detailed description of how microfinance for women has been a popular poverty alleviation strategy among development through an NGO project intended to empower schedule caste women working in the silk-reeling industry in India. It documents the impact that the project had on their economical and social status over a period of time and highlights
the negative consequences of excluding male relatives from playing any meaningful role.

This paper suggests ways in which the project might have been made more male inclusive while still empowering women. At the same time, it acknowledges that even if the men’s hostility to the project had been overcome the women’s micro enterprises were unlikely to have been viable commercially. This is because the project insisted that the women operate as a group in what was a high risk area of economic activity with no clear strategy as to how their work could be sustained.

**NGO Promoted Microcredit Programs and Women’s Empowerment in Rural Bangladesh: Quantitative & Qualitative Evidences (1998) by Ruhul Amin, Stan Becker & Abdul Bays**

This paper is a study to explore the relationships between poor women’s participation in microcredit program and their empowerment by using empirical data from rural Bangladesh. This is done by examining quantitative data collected from a representative sample of the female loaners as well as qualitative data selected from female loaners in five NGO’s from rural Bangladesh. The paper seeks to explore all the different dimensions of women’s empowerment as influenced by women participation in NGO promoted microcredit program. It focuses on different facets of women’s empowerment by using large sample survey data, and is likely to overcome many of the short comings of past studies and to arrive at a better understanding of the impact of NGO promoted microcredit programs on women empowerment.

This study uses both qualitative and quantitative data. The
Quantitative data of this study comes from the mid 1995 survey of 3,564 married women under age of 50. Two separate samples were drawn, using a random multistage stratified cluster sampling design to include village from regions where five small or medium sized NGO’s programs were treated as separate spectrum.

And since quantitative analysis cannot always reveal the perceptions of the people involved in innovative behaviour, the qualitative data to compliment the quantitative data is gathered from focus group sessions with the selected Interviewees who participated in standard household survey.

The concept of women’s empowerment has been split into three components and measured separately in order to arrive at a better understanding of their underlying factors and their relationships to women empowerment. These three separate indices are - Inter spouse consultation Index, Individual Autonomy Index, The Authority Index.

The findings of the NGO credit program targeting women, which are spreading quickly throughout rural Bangladesh are likely to bring about not only a rapid economic improvement in the situation of women, but also their faster than normal empowerment without the long wait for female advancement through female education or employment in formal sector, where progress is often not sufficiently rapid to make an important impact.

3.3 Major Tendencies of Studies

It may be inferred from the above quoted research that review of literature is directly related to the field of investigation
and present study. Going through more than hundreds of studies and research papers, researcher summarized that concept of women empowerment has been split into various forms which covers individual, group and societal arena. The concept of women’s empowerment has been split into these three components and measured separately in order to arrive at a better understanding of their underlying factors and their relationships to women empowerment. Different policies at state and centre level run by the governments and NGO’s need a proper framework to conceptualize the idea of upliftment and betterment. Basic idea behind utilizing every possible channel of communication for Empowerment process used is to communicate the message effectively. Several case studies and book states the importance of a set pattern to communicate and bring out an effective communication strategy.

1. Areas of most of the studies on women done are rural areas of India and abroad, which shows that the women status in Rural regions of every country is much deprived as compared to Urban areas.

2. Dimensions of the women problems touched in most of studies are Health, Hygiene and Economic Instability.

3. Causes of women secondary and wreaking social status conditions prominently came out are the patriarchal society, illiteracy of women and dependency on male counterpart for their economic needs and decision making.


5. Protective measures and developmental approach regarding the health and hygiene are the much stressed areas along
with providing economical opportunities to women for their development.

6. Strategic planning is much appeared item in the review of literature which is recommended for faster and sustainable women empowerment.

7. Case studies and government and non-government supported institutional initiatives like pilot projects were the most appeared methods in developmental planning.

8. Economic and Social strata were the most theoretical perspectives used and approached in the studies reviewed.

**Research Gaps**

Primarily, researches and programs for women empowerment mostly touch the areas of Health, Hygiene, Family welfare and providing economic stability to women. The research in the field to make women self-reliant by raising their personal conscious are done less. Raising self abilities before providing opportunities would be rather a best way to deal with the empowerment process. Plans and programs on raising economic progress are studied well, and way outs and strategies are given well but the measures to deal with the male dominance are not sufficient which hampers the process of progress at every instance. Psychology awareness and counselling should be given due space in the planning of development process for any empowerment scheme. The root cause of women declining or declined status is patriarchal society and its male dominance, so measures and studies should shift their focus on this area before concluding any of the planning for women welfare. And psychology studies and researches need much emphasis in India.