

Research Article

CORPORATE SOCIAL RESPONSIBILITY IN EMPOWERING THE GIRL EDUCATION IN COIMBATORE DISTRICT

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ABSTRACT

The current study focuses on the significance of the girls education in Tamil Nadu, and also reflects the essence of CSR involvement by numerous firms in school education, higher education in the dynamic service sector, computer-based functional literacy, and skill development for women employment. The process of transformation happens in every organisation, it created abundant of impact in CSR culture and the contribution towards education always continuous. Industrialization and the impact of business on the environment led to a completely new scenario and the important of empowerment strategies for girl education is addressed in this paper. The current research focuses on girl education and implementation strategies in their empowerment. The significance of women's empowerment and the corresponding CSR contribution is also addressed.

Keywords: Girl Education, Empowerment, Corporate Social Responsibilities.

INTRODUCTION

Despite India's the inequity in the quality education received by thousands of low income communities' children. This is due to lack of adequate funds for proper education, leaving them illiterate and powerless to break the cycle of poverty. A large number of children students are still out of school and for those in school, access to quality education is a real challenge. Hence, education has increasingly become one of the most sought after areas for corporate engaging in CSR. PPP (public-private partnership) in education are being lauded by experts as a sustainable way forward for corporate to engage. As per Union Budget 2017, 6000 model schools are to be established - one in each block – through PPP According to the Ministry of HRD, Government of India 2017, The Model School scheme aims to provide quality education to talented rural children through setting up of 6,000 model schools at the rate of one school per block as benchmark of excellence. The scheme has the following objectives:

- To have at least one good quality senior secondary school in every block.
- To have a pace setting role
- To try out innovative curriculum and pedagogy
- To be a model in infrastructure, curriculum, evaluation and school governance

The scheme envisages setting up of (i) 3,500 schools in as many educationally backward blocks (EBBs) through State/UT Governments, and (ii) remaining 2,500 schools under Public-Private Partnership (PPP) mode in blocks which are not educationally backward.

CSR IN INDIA

CSR has come a long way in India. From responsive activities to sustainable initiatives, corporate have clearly exhibited their ability to

make a significant difference in the society and improve the overall quality of life. In the current social situation in India, it is difficult for one single entity to bring about change, as the scale is enormous. Corporate have the expertise, strategic thinking, manpower and money to facilitate extensive social change. Effective partnerships between corporate, NGOs and the government will place India's social development on a faster track.

EDUCATION

According to Wikipedia, the free encyclopedia, education in the largest sense is any act or experience that has a formative effect on the mind, character, or physical ability of an individual. In its technical sense, education is the process by which society deliberately transmits accumulated knowledge, skills and values from one generation to another¹.

Aims and Objectives of Education

The aims and objectives of education include individual as well as social aims, with emphasis of social transformation aiming at reconstructing the society to make it modernized, productive, participative, value oriented and nation committed to its constitutional obligations. There are numerous aims of education as mentioned below:

- Individual Development
- To Acquire Knowledge
- Vocational Aim
- Moral Aim
- Complete Living Aim
- Harmonious Development Aim
- Leisure Aim

EMPOWERMENT

There are other definitions of empowerment as: "The term empowerment refers to a range of activities from individual self-assertion to collective resistance, protest and mobilization that

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challenge basic power relations. For individuals and groups where class, caste, ethnicity and gender determine their access to resources and power, their empowerment begins when they not only recognize the systemic forces that oppress them, but act to change existing power relationships. Empowerment, therefore, is a process aimed at changing the nature and direction of systemic forces that marginalize women and other disadvantaged sectors in a given context. "It is giving lawful power or authority to act. If people were empowered they would be able to participate in the planning, execution and implementation of developmental schemes. Apart from Political Empowerment, Economic and Social Empowerment are crucial. Empowerment and development are closely related. Empowerment leads to development, which further leads to greater empowerment"².

Empowerment Strategies

Empowerment Strategies are varied and refer to those strategies which enable women to realize their full potentials. They consist of greater access to knowledge and resources, greater autonomy in decision making, greater ability to plan their lives, greater control over the circumstances that influence their lives and finally factors which would free them from the shackles of custom beliefs and practices. Unless they themselves become conscious of the oppression meted out to them and show initiative to push forward it would not be possible to change their status much. Some of the empowerment mechanisms could be identified as follows:³

- Literacy higher Education
- Better health care for herself and her children
- Higher age at marriage
- Greater work participation in modernized sector
- Necessary financial and service support for self employment
- Opportunities for higher positions of power
- Complete knowledge of her rights and above all
- Self-reliance, self respect and dignity of being a woman.

According to U.N. women Empowerment means, "What, then, is women's empowerment? Women's empowerment has five components:

- women's sense of self-worth;
- their right to have and to determine choices;
- their right to have access to opportunities and resources;
- their right to have the power to control their own lives, both within and outside the home;
- their ability to influence the direction of social change to create a more just social and economic order, nationally and internationally.⁴

Empowerment of women is a complex concept encompassing physical, social, economic and political aspects. Particularly after the declaration of 1976-85 as the decade for women by the United Nations, question of empowering women as equal partner in all walks of life becomes a critical issue throughout the world. Women empowerment means giving powers to women. Giving them importance can be called as women empowerment. The word 'women empowerment' essentially means that the women have the power or capacity to regulate their day to day lives in the social, political and economic terms, a power which enables them to move from the periphery to the centre stage. Self-decision regarding education, participation, mobility, economic independency, public speaking, awareness and exercise of rights, political participation and many more factors ensure women empowerment. In short, women empowerment is the breaking of personal limitation.

Educational Empowerment

The role of education is not only learning of three R's, ("Reading, Writing, and Arithmetic") but also includes raising awareness and critical analysis of various structures and acquiring knowledge for empowerment at all levels. Education is often used as an agent of basic change in the status of women.

STATEMENT OF THE PROBLEM

Most of the scholar agree that empowerment through education is the best means of women empowerment. Tamil Nadu, one of the populous and divergent state of India has taken a lot of women empowerment measures through the Government and the CSR policies of the companies and the women empowerment measures to education is an important area of research.

1. What are the educational empowerment measures initiated by CSR Policies and government for girls at the school and college level in Coimbatore District?
2. What are the motivating factors for girls in government and private schools to pursue their higher studies in Coimbatore District?

REVIEW OF LITERATURE

Duraiswamy (2002)⁵ in *Changes in Returns to Education in India 1993-94: By Gender, Age- Cotest and Location*, and **Bechman** (1996)⁶ in *Assessing Program Effectiveness Through Group Interviews*, also find that there is a positive correlation between education and earnings and the impact is more on women than men. They argue that the impact of education on women is more than women. However, **Jejeebhoy and Sather** (2001)⁷, in their project "*Autonomy in India and Pakistan: The Influence of Religion and Region*" reveal that secondary schooling is associated with higher autonomy in Punjab, Uttar Pradesh and Tamil Nadu. Further, schooling is moderately associated with higher autonomy only in Tamil Nadu. There is another view that education is immaterial in defining control over finances or household decision making.

Digumarti Bhaskara Rao and Digumarti Pushpa Latha (2004)⁸ in their study, *Education for Women*" highlight the importance of women education, the availability of various schemes for women empowerment after independence in the Departments of Health Affairs, Family welfare and Child care. It also underlines the various preventive and protective measures for the women to protect them from domestic violence. It also emphasises the need for helping the Muslim women to come out of their traditional negative mind set and argues that education is the best means to put an end to all forms of negative mentality among Muslim women. The book also underlines the need for multi facet approach to address women illiteracy. The need for the present time is cooperation at all levels from regional to national and international.

B.M. Sharma (2005)⁹ in his study entitled, "*Women and Education*" analyses various topics related to women empowerment. The first part of the study discusses the view of Gandhi on women empowerment and in the second chapter the author highlights the importance of various training programs for women empowerment based on the status of women. In one of the chapters, the researcher discusses the causes for the drop out from the school and higher education. The book is a very good narrative on the status of women education in India.

L. Radhakrishnan (2008),¹⁰ in his study "*Empowerment of Women through Entrepreneurship*" analyses the status of women, women entrepreneurship and problems and prospects in Women

Entrepreneurship. According to him women are still treated as second rate citizens or subordinate to men. In spite of many efforts by the successive governments they remain in backward positions. Women take advantage of the efforts and support taken by the government and they are proving their worthiness in education, health, house hold enterprises and IT. And it has been made clear that without active involvement of women, sustainable development is not possible.

OPERATIONAL DEFINITIONS

The definition of 'Women' is the College girls who are getting some benefits from the State Government. The second definition of 'Women' is the school going girls who belong to the first generation and BPL, studying from 8th to 12th standard from the rural areas of Coimbatore District. 'Through Education' means governmental benefits given to the women and girls from the schools and colleges who belong to the BPL because of their entry into any stage of education.

FOCUS OF THE STUDY

The following objectives shall be considered for the present study:

1. To compare the attitude of girl students of Government and CSR funded PPP model school towards the empowerment initiatives of the concerned schools at Coimbatore District.
2. To formulate some policy suggestions to the Government educational Department for the future programs in empowering education of the women through the PPP model with the robust support of the CSR Funding.

RESEARCH HYPOTHESES

1. In empowering the girl students the performance of the Government Schools in rural areas is better than that of the PPP model of the CSR Pattern in all parts of Coimbatore District.
2. Physical education, Martial Arts, Counselor for girls, Gender Equality, Girls' Club, Special Training, Sanitation Facilities, Computer facilities and separate Toilet facilities provided by the CSR sponsored PPP model encourage the girls to pursue their higher education.

NEED AND SIGNIFICANCE OF THE STUDY

The UN's millennium goal of eradicating illiteracy from the earth before 2015 may be a day dream, if the governments fail to empower women.

- Firstly, empowering the rural girl children, who belong to first generation and living below poverty line.

The school is the best catalyst for the children who belong to the poor and uneducated families from the rural and urban areas. To them it is the only source of information and inspiration for deciding their future career, for most of the parents are illiterates or indifferent or ignorant of the opportunities available for their children. Obviously, the positive attitude created by the schools in the minds of the children can alone help the poor children to go for a paradigm shift about their future. The teachers' positive way of teaching, timely and necessary counseling, proper treatment of the students without any disparity on the basis of income or caste or location, the school infrastructure facilities, better school environment, sanitation facilities, separate toilet facilities, other extracurricular activities etc. will bring About a change in the minds of the poor children from the rural areas. This research shall be significant because this helps the Government to restructure the women oriented policies and programs in future with

the support and guidance of the CSR Funds from Corporates. It also helps the Education Department to take special initiatives for strengthening the infrastructure facilities of government and private schools in rural areas of Coimbatore District of Tamil Nadu.

METHOD TO BE ADOPTED FOR THIS STUDY

And this section shall analyze various empowerment measures initiated at Coimbatore District by Tamil Nadu government and CSR PPP Model for the past five years for the education of the poor girl children from school level to College level in Coimbatore District.

For analyzing the data the researcher will adopt a documentary survey method. The government documents from the Higher Education Department, School Education Department, Welfare Department, SC/ST welfare Department from Coimbatore District shall be collected and will be systematically analyzed. The News paper information clippings also shall be used as secondary source. The researcher shall adopt the qualitative technique for the first part of the study. For the second part of the research, to study the attitude of the girl students of Government and PPP Model school from the rural areas of Coimbatore District on the empowerment measures the researcher shall adopt a quantification technique. The researcher conducted a survey among the students from 10th standard to 12th standard using a Yes or No type questionnaire.

FINDING S OF THE STUDY:

It's quite common in India, girl children facing various challenges in leading their life largely in this patriarchal nature of society. Issues like survival, safety and health of girls in the country. To promote girls education and health, government has launched many innovative schemes that help parents to save their daughters future in better way. The study reports, many of the schemes are unaware by the people in the society at large. Many of the central government schemes like Balika Samridhi Yojana, Saakshar Bharat Mission, Kasturba Gandhi Balika Vidhyalaya Yojana. The detailed account of the Research methodology by applying Qualitative data including operational definition of all the concepts, data collection, techniques to be used, delimitation of the study etc. The next section critically analyze the educational women empowerment measures initiated by the Tamil Nadu Government and the CSR Policies of the Companies located at Coimbatore District during the period 2015-2018 for girls at school and college levels. The above analysis evaluates the discussion session with the respondents in order to know the main focus of the study concerned in knowing the contribution of the locality companies in providing the CSR activities for the benefits of the society at large. The following Sections would evaluate the attitude of the girl students of Private and Government schools towards the empowerment measures initiated by the concerned schools for which quantitative technique would be instrumented and the final chapter would give the findings and the suggestions of the study.

CONCLUSION

A study on comparing the performance of two administrations in two periods may be an important area of study. Further, the present research is confined with the Coimbatore District only. A study comparing the performance of other Districts of Tamil Nadu is another important area to be concentrated. A study focusing on the other areas of Women empowerment like –political, financial, entrepreneurial, economic may also strengthen the body of literature on women empowerment. Finally, a study on the Attitude of women towards various government policies on women empowerment may be an area to be concentrated. Still the common women is not aware of the government policies available for the benefit of the girl child ,

Balika Samridhi Yojana, Saakshar Bharat Mission, Kasturba Gandhi Balika Vidyalaya Yojana, Sya Samridhi Yojana, BEti Bachao BEti Padhao, etc., Companies should take initiatives to create awareness about the central government schemes available to the common women in the Rural areas. Government/Corporates should spend some good time and awareness campaigns in promoting the schemes. Finally this research concludes keep the common people informed about the availability of their needs, resource availability, Corporate initiation in taking care of the community sustainability

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