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**RELATIONSHIP MODEL AMONG EMPLOYEE ENGAGEMENT, ORGANIZATIONAL COMMITMENT AND  
EMPLOYEE PERFORMANCE**

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**ABSTRACT**

*The organization's success in managing changes starts with active employee engagement. The purpose of the study is to determine causality correlation among employee engagement, commitment of organizational, employee performance. The method used in the research was a quantitative approach. The research sample was 200 employees of the travel agent in the department of marketing tourism products. The study used purposive sampling as a sampling technique. SEM was extended in this study to examine the model of construct and quantify the relationship between constructs. This study explained that employee engagement had a significant influence on the commitment of organizational. Commitment of Organizational had a significant influence on the performance of employee. Then, employee engagement has no prominent on the performance of employees. The study proposed the commitment of organizational and employee satisfaction as mediating variables and proposed employee performance as a consequence of employee involvement. The travel agency business managers must have been able to provide opportunities and attention to all employees to be able to actively participate in work so that it would foster a commitment to remain loyal. The travel agency business manager must also have been able to provide comfort to all employees so that they could work optimally and could contribute actively. The sample of this research only represent one sector of the industry; therefore, further study should incorporate other sectors to see the relationship between employee engagement, organizational commitment and employee performance.*

**KEYWORDS**

employee engagement, organizational commitment, employee performance, travel agency.

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**INTRODUCTION**

In the development of a dynamic business environment recently, organizations and employees are faced with various complex challenges. Researchers and practitioners in human resources field believe that the success of an organization is driven and supported by the ability and power to adapt and anticipate changes consistently and continuously. One of the factors that can drive an organization's success in anticipating and managing changes in the deep engagement of all members of the organization. Employee engagement can provide positive support or destroy an organization (Lockwood, 2007). However, in reality, employees and company management often face various challenges to maintain a positive relationship in an organization. Negative behavior that often arises from some employees will be able to hinder the achievement of the organizational goals and damage the work atmosphere in the organization and can destroy effective organizational changes. Therefore, employee involvement represents a level of employee commitment and closeness with work activities and values organized by an organization.

The employee has the responsibility in completing the work and motivating colleagues to achieve the targets set by the organization when an employee is involved in a job. The employee positive attitude in interacting with colleagues at work and the understanding of the value system and work culture is related to the characteristics of employee positive emotional towards work. Employee performance is essentially seen as work achievements carried out by employees based on the workload and responsibilities given by the organization. Employee performance is based on the implementation of work plans or tasks imposed by the organization and the achievement level (Cardy, 2004). The individual or organizational performance is largely determined by organizational policy, work performance, and organizational design features. Therefore, employee involvement is one of the benchmarks used and is one of the considerations in assessing employee performance levels (Mone & London, 2010).

Research that explores employee involvement with other factors in an organization has been reviewed by several studies (Cole et al., 2012); (Saks, 2006). The employee involvement studies, especially in the tourism business, are still very limited. In this research gap, this study aimed to investigate and empirically validate the employee engagement link with another construct as well as the commitment of organizational, employee satisfaction, and employee performance in the

travel business. The study proposed the commitment of organizational and employee satisfaction as mediating variables and proposed employee performance as a consequence of employee involvement.

## STUDY OBJECTIVES

The objectives of this study are as per following:

1. To know whether employee engagement is related to organizational commitment.
2. To know whether employee involvement is related to their performance.
3. To know whether organizational commitment is related to employee performance.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### EMPLOYEE PERFORMANCE

The employee performance can be viewed from two points of view, namely: employee skills and abilities, and motivation to encourage better job completion (Sarmiento et al., 2007). Moreover, a number of researchers believe that person can contribute increase firm performance over their abilities to deliver ideas, and employ as abilities to produce good products, services processes. Furthermore, a lot of practitioners and researchers support the sight that employee creativity helps achieve organizational achievement (Axtell et al., 2000). Prior research shows that servant innovative behavior relies on interactions with another employee at work (Anderson et al., 2004).

### EMPLOYEE ENGAGEMENT

The engagement is a conclusive, satisfying activity condition, connected to work designated by enthusiasm, devotion, and absorption (Schaufeli et al., 2002). Passion associate to the physical energy sense, emotive energy, readiness to provide effort, and patience in the face of adversity. Devotion implicated feelings of spirit, inspiration, self-respect, and defiance. Absorption related to the condition of a fully confluence person and enjoying doing the activity very much until time flies (W. Schaufeli et al., 2002). Therefore, the employees involved can be described as passionate and tenacious individuals in doing their work; with their hearts in work with perseverance and willingness to try; show robust work engagement together with participating in important sense, spirit, hankering, imagination, self-reverence, joy, challenges, and concentrate entirely and suppress themselves in the activity sans realizing the times have changed (Bakker & Demerouti, 2008).

### ORGANIZATIONAL COMMITMENT

Organizational commitment is the standard of a worker who will give energy, and feel proud in the company (Powell & Meyer, 2004). Organizational commitment is an important organizational problem confronted by managers (Lo et al., 2010; Thomsen et al., 2016; Reade & Lee, 2012). describe that in general there are three forms of organizational commitment: affective, normative, and calculative commitment. The current study state that the organizational commitment considered as an affective commitment that consists of employee's attachments, complicity, and recognition with employers' organizations. The affective commitment receives deficient attention in the educational condition compared with different research fields (Chan et al., 2008). Affective commitment has been connected with good employee character, as well as being minus probable to leave from current jobs and make additional efforts in the work (Powell & Meyer, 2004).

### EMPLOYEE ENGAGEMENT AND ORGANIZATIONAL COMMITMENT

Organizational commitment has attracted researchers from various fields of study to investigate further (Macedo et al., 2015). Organizational commitment is a phenomenon that is often an important problem in organizations faced by managers (Reade & Lee, 2012). The commitment of employees to the corporate is seen as worker desire with willingness to survive and be proud to be part of the organization. The loyalty and appreciation shown by employees to the organization is an employee's commitment to the organization (Powell & Meyer, 2004). The forms of organizational commitment conceptually, that is: affective, normative, and calculative commitment (Thomsen et al., 2016). The Social Exchange Theory explained that when both parties have complied with the exchange rules, the social relations built based on trust and commitment will be well established (Cropanzano & Mitchell, 2005). Employees who have high involvement with the organization will carry out their duties and jobs given optimally compared to employees who work only fulfill work contract agreements (Malhotra et al., 2013). When employees are more closely involved with the organization, these employees tend to have high commitment (Schaufeli & Bakker, 2004). It could be hypothesized as follows:

**H<sub>1</sub>: Employee engagement was significantly related to organizational commitment.**

### EMPLOYEE ENGAGEMENT AND EMPLOYEE PERFORMANCE

Rich et al., (2010); Macey & Schneider (2008) stated that engagement of employee can raise worker performance. Employees involved show a variety of prolific behavior that increase the synergistic team's means towards corporate goals (Bakker et al., 2006; Bakker & Demerouti, 2008). This synergistic effort leads to improve employee outcomes ((Bakker et al., 2008; Bakker & Demerouti, 2008). The rationale behind this effort and accomplishment is the capability of the workers involved in displacement their sense through the organization (Bakker, 2009; Bakker & Demerouti, 2008)). Van Knippenberg (2000) stated that when the workers respond to goals as a category, their voluminous will increase. Personnel involved teamwork with teammates, taken responsibility for jobs, and attempt to help out totally to the aims and purposes of the organization (Miles, 2001; Baumruk, 2004). Rich et al., (2010) stated that the personnel involved are increasingly focused on their job than workers who do not work. The engagement has a robust effect on performance (Rich et al., 2010; Macey & Schneider, 2008). It could be hypothesized as follows:

**H<sub>2</sub>: Employee involvement was significantly related to the performance of the employee.**

### ORGANIZATIONAL COMMITMENT AND EMPLOYEE PERFORMANCE

Yousef (2001) explores the correlation between management behavior, satisfaction and employee performance mediated by organizational commitment in Arab countries. Yeh & Hong (2012) explain that employee performance is affected positively and significantly by organizational commitment. This shows that employees are willing to stay and devote themselves to achieving work goals because they have the same values and goals in the organization. If employees have organizational commitment, work productivity and work performance will increase. Therefore, it could be hypothesized as follows:

**H<sub>3</sub>: The commitment of organizational was significantly related to employee performance.**

## RESEARCH METHOD

### MEASUREMENT AND OPERATIONALIZATION OF CONSTRUCTS

This study used a survey approach that allowed conformity for respondents. Cross-sectional survey pattern is the most commonly used method (Ohly et al., 2010). This method used a question shared with respondents to specify the level of EMIV, ORCO, and EMPR. All constructs in this study had valid scales adapted from a literature review. EMIV was quantified utilizing nine indicators created by (Schaufeli & Bakker, 2004). ORCO was measured using six-question items from (Lee & Ok, 2016). EMPR was measured using five-question items created by Wong, et al., (2015).

### SAMPLE DESIGN AND DATA ANALYSIS

200 employees of the marketing tourism product department were used as research samples. The sampling technique used in this study was purposive sampling. The SEM with the AMOS program was employed to calculate the data of the study (Hair, et al., 2010). The validity test of the study used CFA. If the factor loading value exceeds 0.45, the item is declared valid, when the samples consist of 200 respondents (Hair, et al., 2010). Cronbach's  $\alpha$  was employed to measure the reliability of variables where conform to Sekaran, & Roger (2016) that Cronbach's  $\alpha$  coefficient is .60 to .70 or more is quite acceptable in the study.

## RESULT AND DISCUSSION

### TEST OF RELIABILITY AND VALIDITY

The test of validity and reliability showed measurement indicators of the variables consist of EMIV, ORCO, and EMPR were found valid and reliable. It was valid because all measurement indicators had a loading factor > 0.45 (Sekaran, & Roger, 2016) and had a Cronbach  $\alpha$  > 0.6. The variable indicators of EMIV, ORCO, and

EMPR were found more than 0.45 which were valid (Hair's Factor Loadings for 200 respondents). The reliability test of the variables of EMIV, ORCO, and EMPR were stated reliable, the results were greater than 0.6.

Testing whether the proposed hypothesis could be accepted or not was done by comparing the p-value with a sig. level  $\alpha$  determined at 0.05. If the p-value was lower than  $\alpha$  (0.05), then hypothesis could be admitted. Inversely, if the p-value was higher than  $\alpha$  (0.05), then the hypothesis was rejected.

**STRUCTURAL MODEL ANALYSIS**

Measurement was conducted on EMIV, ORCO, and EMPR variables with a structural equation model. The results of SEM test with the AMOS 22.0 program at the final stage gave results as presented in Table 3. which showed that 8 criteria used to assess the appropriateness of a model, all have been met. Therefore, the model could be accepted because of the appropriateness between the model and data.

The relationship between employee engagement and organizational commitment obtained strong support in this study, it was indicated by the appropriateness of the relationship directly with the hypothesized relationship direction and its significant effect. This meant that the employee commitment to the organization is relatively high driven by employee engagement in the implementation of work and to stay within the organization. This study supported the research (Reade & Lee, 2012; Thomsen et al., 2016; Macedo et al., 2015) states that employee commitment is influenced by employee engagement in work.

**TABLE 1: RESULTS OF INSTRUMENT VALIDITY TEST**

Variable	Indicator	Validity test	Criteria
EMIV	EMIV1	.340	Valid
	EMIV2	.460	
	EMIV3	.471	
	EMIV4	.620	
	EMIV5	.457	
ORCO	ORCO1	.683	Valid
	ORCO2	.723	
	ORCO3	.637	
	ORCO4	.516	
	ORCO5	.617	
EMPR	EMPR1	.749	Valid
	EMPR2	.688	
	EMPR3	.721	
	EMPR4	.652	
	EMPR5	.604	

**TABLE 2: RESULTS OF INSTRUMENT RELIABILITY TEST**

Variable	Reliability Test	Criteria
Employee involvement	0.685	Reliable
Organization commitment	0.611	Reliable
Employee performance	0.707	Reliable

**TABLE 3: GOODNESS OF FIT INDICES ANALYSIS**

Criteria	Cut-off Value	Analysis Results	Description
X <sup>2</sup> -Chi Square	Expected low	3.312	GoF
Probability	>.05	.915	GoF
CMIN/DF	< 2.0	.438	GoF
AGFI	>.90	.981	GoF
GFI	>.90	.995	GoF
CFI	<.95	1.000	GoF
TLI	≥.95	1.057	GoF
RMSEA	>.08	.000	GoF

**TABLE 4: RESULT OF STRUCTURAL MODEL**

Variable	Path Coefficient	C.R	Prob.	Remark
Employee engagement → Organization Commitment	0.289	4.436	0.003	Significant
Employee engagement → Employee Performance	0.683	7.232	0.028	Significant
Organization Commitment → Employee Performance	0.132	1.203	0.183	Not Significant

The correlation between employee engagement and employee performance obtained strong support in this study, it was indicated by the appropriateness of the relationship directly with the hypothesized relationship direction and its significant effect. This means that the high performance of employees to contribute to the organization is driven by high employee engagement. This study supported the research of Rich et al., (2010); Bakker et al., (2008); Macey & Schneider (2008) which states that employee involvement can improve employee performance.

The relationship between organizational commitment and employee performance did not get strong enough support in this study, it was indicated by the appropriateness of the relationship with the hypothesized relationship direction but the effect was not significant. This meant that even though the employee commitment to stay in the organization is high, it could not always improve employee performance. This research was different from Yousef (2001) research which states that organizational commitment is positively and significantly related to employee performance.

**CONCLUSION**

The outcome of the study explained that employee engagement and organizational commitment had a positive and significant relationship. This explained that the employee commitment is relatively high driven by employee engagement in the implementation of work and to stay within the organization. Employee engagement had a positive and significant relationship with employee performance. This explained that the high performance of employees to contribute to the organization is driven by high employee engagement.

Furthermore, work involvement had a positive and not significant relationship with employee performance. This explained that the high employee commitment to survive in the organization could not always encourage employee performance. Therefore, the travel agency business managers must have been able to provide opportunities and attention to all employees to be able to actively participate in work so that it would foster a commitment to remain loyal. The travel agency business manager must also have been able to provide comfort to all employees so that they could work optimally and could contribute actively.

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## ROLE OF NON-GOVERNMENTAL ORGANIZATIONS IN EMPOWERING RURAL WOMEN: A CASE STUDY OF SELECT NGO'S IN SIDDIPET DISTRICT OF TELANGANA STATE

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### ABSTRACT

*Empowerment is a multi-dimensional process that helps women to gain authority and self-realization in improving their life standards. It signifies a change from a status of failure to recognition, success and also systematizes their lives and resources. Therefore, to empower women in rural areas the both central and state governments have perpetuated many schemes. But due to the illiteracy & poor education, malnutrition, lack of awareness and digital gap, rural women are very far to reap the benefits from such empowerment and economic development schemes. In this connection, NGO's the legally constituted voluntary organizations have been playing a significant role in the empowerment of such disadvantage's women, helping them stand on their own through their activities, which includes vocational training, welfare programmes, development-oriented activities, empowering women and weaker sections, protecting the rights of marginalized segments, protecting the environment, spreading literacy and education and other similar programmes. Keeping the imperativeness of women empowerment in the view the researcher made a present study to examine the role of select NGO's in empowering rural women in identified villages. The profile of the respondents reveals that about 74% are in the age bracket of 25 to 50, almost 92% members of any women empowerment scheme are married and sizeable amount, i.e., 95% respondents belongs to other than forward community. Further he has also tried to find the impact of such NGO's on improvement of their income levels and thereby satisfaction level and found that, the NGO's chosen for the present study were able to create an indispensable impact on the empowerment and development of the women beneficiaries. NGO's have their significant impact on effective implementation of various rural empowerment schemes in the selected villages. 70 percent of respondents have opined that they came to know the existence of schemes, availability of benefits of different schemes through the training programs and awareness activities arranged periodically in their respective villages by these NGO's. Regarding to economic progress, majority of them (77%) have responded that the schemes have gave a fillip their monthly income by 2000 to 3000 per month, which was indeed by the educational support of the NGO's itself. Based on the impact parameter, it is found that good number of respondents have (77%) also opined that their life style, standard of living, cost of living and family exposure have remarkably raised to appreciable level and resulted for rely on their own resources by increase of their regular income levels. Almost 85% of the respondents are stratospherically happy with the impact of the schemes on their economic improvement. At the end, for their more conducting role and strengthening the initiatives of the NGO's the researcher earnestly appeals to the government should ponder over the point providing technological support, financial assistance and need based training to the organizers of the NGO's.*

### KEYWORDS

NGO, women, empowerment schemes, income development

### JEL CODE

L31

### INTRODUCTION

In a common parlance, a rural area is a geographical entity located outside the towns and cities. In authoritarian way it can be defined as domain encompassing all population, housing and territory not included in urban area. According to Indian planning commission and NSS, it is a place wherein maximum population is 15,000, population density is up to 400 per square kilometer and 75% of male working population involves in agriculture and its allied activities is rural area. So, 70% (2011 Census) of Indian population stays in rural and suffering with myriad problems like dependence for sustenance on agriculture, poor wage system, malnutrition, distress migration, lack of access to quality healthcare and education and poor awareness and implementation of government schemes. As the development of rural areas is very prominent indices of growth and progress of any nation, India as well as new born state of Telangana has taken more and more initiatives for upliftment of downtrodden rural communities by promoting development programs like poverty alleviation, employment generation and social security measures to empower the rural areas. According to the ministry of rural development, government of India has been earmarking 105,447.88 crore (16 Billion USD) annual budget for rural empowerment schemes (IPC reports). Indeed, increasing the degree of autonomy and self-determination at gross root level by infusing concrete awareness and usage of numerous rural development schemes is the true empowerment, for that government at different levels and its organized mechanism have been putting indefatigable efforts. Apart from this, many an NGO's also have registered very impressive place in educating people of rural India on various rural empowerment programs.

#### NGO'S IN INDIA

Non Government Organizations (NGO's) are voluntary, autonomous, nonprofit organizations or group of people established to organize awareness programs on government schemes, activities, initiations apart to address various problems and difficulties prevail in rural society. Further they educate rural people by inculcating zeal over power dynamics at work and gaining skill and capacity building so as to secure reasonable control over their lives. Perhaps registration is not mandatory for NGO's but to get certain government benefits and recognitions they may register under societies registration act 1860 or Indian income tax act 1961. NGO's in India are committed to social justice, inclusive development and also contribute for healthy human rights. NGO's indeed aim at dissemination of required information and promotion of sustainable development initiatives, in respect of the needs of underrepresented and marginalized sectors of society. According to the reporting of The Indian Express dated 1-8-2015, India has 31 lakhs NGO's, more than double the number of Schools, 250 times the number of government hospitals, one NGO for 400 people as against one policeman for 709 people. Besides, more than 82,000 NGO's are registered in 7 union territories, further in Delhi alone there are 76,000 NGO's. if we contemplate state-wise split up Utter Pradesh is at the top with 5.48 lakhs followed by Maharashtra 5.18 lakhs and Kerala 3.7 lakhs (The Indian Express).

For the present study I have taken Three NGO's i.e., **IRDS** (Ideal Rural Development Society) NGO located at Irkode village of Siddipet Mandal & District, **Society for Womens Awareness and Rural Development**, located at Siddipet Town and **Adarsha Mahila Mandali** of Mohinpura of Siddipet district itself. All these NGO's actively involve and spread its activities across the district for poverty alleviation, women empowerment and to throw light and awareness over various government schemes for the development of poor in general and women empowerment schemes in particular.

#### JOB CHART OF NGO'S IN NUTSHELL

NGO's are playing imperative role in the empowerment of women. They adopt multiple strategies to improve the condition of the women. Non-governmental organizations are training women in various aspects to make them to come out of their inhibitions and to involve in fruitful activity. The scope of NGOs operational areas touches every walk of life (Patel, Dubey, 2010). The spread NGO activities in the country, as in many other parts of the world, are manifested in a number of spheres and in a wide spectrum of programmes. In welfare programmes, development-oriented activities, empowering women and weaker sections, protecting the rights of marginalized segments, protecting the environment, spreading literacy and education to name a few

**REVIEW OF LITERATURE**

The following studies have been reviewed in the present paper, so as to reflect the findings in connection with NGO's role in rural empowerment:

**P. Narumugai & L. Lalitha Kumari (2017)** in their joint paper titled 'Role of NGO's towards Women Empowerment' have signified the women centric NGO's role to realize women beliefs, ideology, self-respect and upliftment. **Brahmbhatt Ankita R & Dr. Sheth Pinakin (2017)** in their paper 'The role of NGOs in empowering women-an empirical study of the selected NGOs of India' have found, that the level of impact of NGO's on empowering the women is high and quantifiable at maximum extent. **Narayana (2015)** in his paper entitled 'Role of NGO's in women empowerment with special reference to Uttar Pradesh' has observed that the empowerment of women facilities causes for sustainable rural development. He has also opined that the rural empowerment schemes transform the idle society into self-sustainable society. **Manju Pathania Biswas & Dr. Rama Mohan Rao (2014)** have examined the role of NGO's in empowering the women through Micro-finance and found that NGO has helped women to gain economic empowerment and improve quality of their life. **Mrs. Sheela Margret & Dr. N. Kala (2013)** have observed the impact of NGO's intervention on the empowerment of women, by their empirical research paper 'Study on impact of NGO interventions on the empowerment of women'. Further they have strongly made a conclusion that the demographic variables age, education, monthly income and years of affiliation influences the level of empowerment of the respondents.

**H. Ramakrishna (2013)** in his empirical research paper 'The emerging role of NGO's in rural development of India: An assessment' he has remarked as NGO's with their advantage of non-rigidity, local specific, felt need based, beneficiary oriented and committed and dedicated nature of service have established multitude of roles. **Patel, Dubey (2010)** have highlighted the scope of NGO's operational areas in spreading the rural empowerment schemes and have also tried to observe the geographical impact on effectiveness on such schemes in their book entitled NGOs and social work. **Jain (2006)** in his study on "Rural development Schemes: An overview" found that the NGO's have been acting as a strong bridge between the promoters of various rural empowerment schemes and their beneficiaries. He has also stressed that the NGO's have been established a strong sense of emotional bond with the inhabitants of the rural area by their numerous awareness and educating initiatives and activities. **Naznin Islam & Nahid Sultana (2005)** have highlighted the role of NGO's in providing legal aid, basic education and vocational training to the vulnerable women in rural through their paper 'Role of NGO's in empowering the vulnerable women: A study on ASD'. **Indu Bhaskar and Geethakutty (2001)** have examined the impact of initiatives of NGO's on socio-economic conditions of rural poor vis-a-vis- rural empowerment schemes through their working paper "Role of NGO's in rural development: A case Study".

**NEED AND SIGNIFICANCE OF THE PRESENT STUDY**

After reviewing the above literature, the researcher of the present study felt that the rural development schemes have been playing pivotal role in rural empowerment. It is undeniable that the economy of a nation can be improved only when the quality of life of the people residing in the rural pockets of a country improved by increasing standards of cost of living, quality of living and living with self-respect. To make access to all those aspects governments at central and state level ever designing rural empowerment policies, strategies and programs. Further they are also keen on their effective implementation and continuous improvement. On the other hand, NGO's performing variety of service and humanitarian functions to bring people concerns to government, as well as educating and training rural people on such rural development schemes. In this connection the researcher has tried to know whether the NGO's are really contributing positively on organization of awareness programs and training initiations on various rural empowerment schemes in the identified rural areas. Further it is also aimed to study the impact of their activities on rural empowerment.

**OBJECTIVES OF THE STUDY**

The main objectives of the study are as per following:

1. To know the initiatives of selected NGO's towards women empowerment.
2. To examines the respondents' profile and satisfaction level over NGO's Initiatives.
3. To study the impact of NGO's activities on women empowerment.
4. To offer needy suggestions for NGO's conducive efforts vis-a-vis women empowerment.

**RESEARCH METHODOLOGY**

Research Methodology is the scientific approach to conduct any study. For present study to design sample frame a non-probability sampling technique i.e., convenient sampling method is adapted apart from usage of schedules wherever required and IRDS an NGO is taken as a sample unit. Further to conduct this study, couple of villages Irkode and Burugupalli of the Siddipet district and 50 respondents from each village (Total-100) were taken as sample. Required data have been collected through primary source such as direct personal investigation and secondary sources of research articles, government reports and newspaper articles. Eventually the collected information has been tabulated and analyzed by using simple statistical techniques like averages and percentages.

**INITIATIVES OF SELECTED NGO'S**

The selected NGO's for the present study were started during the years 2008 to 2010 and right from their inception they have been very actively involved in conduct of short-term trainings and organization of various kinds of awareness programs and activities over government schemes that are connected with women empowerment. Organizing awareness programs, arrangement of enlighten lectures and invited talks, initiating skill development activities, identification of financial assistance agencies, promoting rural leadership, monitoring and evaluating the activities and performance of the beneficiaries, acting as bridge between women and schemes implementing authorities and assessment of schemes impact on their empowerment are some of their regular activities. MGNREG, SGSY, PMGSY, RTE Act, IAY, NSAP, IWMP, IRDP and Telangana government introduced social security schemes like AASARA, KALYANA LAXIMI, WIDOW PENSIONS, BEEDI PENSIONS, SELF HELP GROUPS, RYTHU BANDU are some of the rural and women empowerment schemes on which these NGO's light is shedding.

During 2017-18, when the researcher was working at Government Degree and PG College, Siddipet, has executed couple of MOU,s with these NGO's To exchange the latest know-how relating to various government schemes and policies of rural poor and for their wellbeing and the selected students of Department of Commerce of Government degree College Siddipet (A) will be trained and imparted knowledge/Skill in the programs and government initiatives. Further both parties have agreed to jointly organize skill development programmes on issues of the society in general and youth in particular and workshops on mutual agreed topics from time to time. The exchange of expertise in the form of preparation of questionnaires, schedules, interview formats and final documents on various government schemes and their initiatives will be made together.

**ANALYSIS OF DATA AND INTERPRETATION**

Under the head of analysis of data, the researcher has made an attempt to analyze the data collected through the questionnaire with the help of the statistical tools such as averages, percentages and ratios. Further the collected data is also constituted in the form of tables.

TABLE 1: PROFILE OF THE RESPONDENTS

Age	Below 25Yrs	25-40 Yrs	40-50 Yrs	Above 50 Yrs
	20(20.00%)	58 (58.00%)	16 (16.00%)	6 (6.00%)
Marital Status	Married: 92 (92.00%)		Un-married: 8 (8.00%)	
Education	Illiterate	Below SSC	Inter	Degree & above
	22(22.00%)	30 (30.00%)	46 (46.00%)	2 (2.00%)
Social status	SC	ST	BC	Others
	37(37.00%)	11(11.00%)	47 (47.00%)	5 (5.00%)
Frequency of visit by NGO to village in a month	1 to 2 times in a month (47)	2-4 times in a month (33)	By Month (14)	Monthly once (6)
Knowing about Rural empowerment Schemes in %	Through News Papers (9.00%)	Through TV and Radios (11.00%)	By NGO's (70.00%)	From neighbors' (10.00%)

Source: Primary data compiled from Questionnaire

Note: Figures in parentheses indicate percentage to vertical totals.

The data in Table 1 reveals that 58.00 per cent of the respondents belong to 25-40 years age group, followed by 16 per cent belong to the age group of 40-50 years and the remaining respondents fall either in above 50 years or below 25 years age group. As the sample respondents are female, researcher has tried to know their marital status. Therefore, it is found that about 92 per cent are married and the very meager i.e., 8% are unmarried. The educational back ground indicates that 46 per cent of the respondents have Intermediate education and 30 per cent have below SSC as their qualification. Only 2% respondents have graduation and above qualifications and the remaining i.e., 22% are illiterates. It is to be noted that majority (76%) of the respondents have intermediate and below qualifications. When researcher has also tried to find out the social status of the selected respondents, it is found that 47% belongs to BC followed by 37 % SC, 11% ST and 5% other communities. Hence it may be inferred that very huge number (95%) of the respondents are other than forward community alone. Further the respondents were asked about the frequency of visit by the representatives of the NGO's and organization of different kinds of initiatives. The significant number of respondents (80%) has opined that the NGO's have been visiting the villages for organization of various activities almost 2 to 4 times in a month. Majority (70%) of the women have come to know about the various empowerment schemes through the initiatives of these NGO's only.

**Satisfaction levels of respondents**

The researcher through this paper has made an attempt to study the satisfaction levels of the respondents with the initiatives, activities and programs being organized by the selected NGO's in the identified villages. Following table -2 shows that majority of the respondents (54%) have opined that the initiatives of the NGO's are excellent followed by 31 percent good and 10 percent by average. So, from the table it may be concluded that the significant number of respondents are very much satisfied with the activities of the NGO's towards their empowerment.

TABLE 2: SATISFACTION LEVELS WITH THE INITIATIVES OF NGO VISA A VISA WOMEN EMPOWERMENT

Sl. No	Attribution	No. of Respondents	Satisfaction level in percentage
1	Excellent	54	54.00%
2	Good	31	31.00%
3	Average	10	10.00%
4	Poor	03	03.00%
5	Very Poor	02	02.00%
6	Total	100	100.00%

Source: Primary data compiled from the structured Questionnaire.

**Impact on monthly Income**

The researcher to meet his objectives of the study has also tried to examine the impact of rural empowerment schemes in improvement of monthly income of the selected respondents of the two villages. It is found that there is impressive impact on monthly incomes of the respondents after becoming the beneficiary of the scheme. Table -3 reveals that about 42% have said that the impact of the schemes on their economic improvement is very high followed by 35% high and 11% moderate. But very insignificant i.e., 5 percent have opined that there is no or low impact at all on the progress of their incomes, even after their admitting into rural empowerment schemes. Further it was also studied the range of income levels improved by the families. Almost 77 percent of the respondents very positively expressed the satisfaction, saying that their family monthly incomes have been significantly raised in the bracket of 2000 to 3000 rupees. Hence the researcher has inferred that on an average the family admitted into any of the rural empowerment scheme has been earning about Rs. 3000 per month as an additional income to their regular income of the family.

TABLE 3: IMPACT OF EMPOWERMENT SCHEMES ON IMPROVEMENT OF WOMEN MONTHLY INCOME

Impact Level		Monthly income level changes	
Attribution	Number of Respondents	Range of Income Improved	Number of Respondents
Very High	42 (42.00%)	500-1000	04 (04.00%)
High	35 (35.00%)	1000-1500	06 (06.00%)
Moderate	11 (11.00%)	1500-2000	13 (13.00%)
Low	07 (07.00%)	2000-2500	38 (38.00%)
Very low	05 (05.00%)	2500-3000	39 (39.00%)
Total	100 (100.00%)		100 (100.00%)

Source: Primary data compiled from Questionnaire

Note: Figures in parentheses indicate percentage to vertical totals.

**CONCLUSION**

Therefore, through this study it has been found that the NGO's have their significant impact on effective implementation of various rural empowerment schemes in the selected villages. 70 percent of respondents have opined that they came to know the existence of schemes, availability of benefits of different schemes through the training programs and awareness activities arranged periodically in their respective villages by these NGO's. Regarding to economic progress, majority of them (77%) have responded that the schemes have gave a fillip their monthly income by 2000 to 3000 per month, which was indeed by the educational support of the NGO's itself on those women empowerment schemes. Based on the impact parameter, it was found that good number of respondents have (77%) also opined that their life style, standard of living, cost of living and family exposure have remarkably raised to appreciable level and resulted for rely on their own resources by increase of their regular income levels. Almost 85% of the respondents are stratospherically happy with the impact of the schemes on their economic improvement. Eventually, it was observed through this study that the NGO's have been playing very pivotal and Samaritan role in improving the capacity building, skill enhancement and boosting the morale of the rural villagers, their presence in implementation of such rural empowerment schemes cannot be ignored at all. Hence for their more conducting role and for more strengthening the initiatives of the NGO's the researcher earnestly appeals to the government should ponder over the point providing technological support, financial assistance and need based training to the organizers of the NGO's.

**WAY FORWARD**

In spite of appreciable contribution of NGOs for women empowerment the ground reality is not still admirable and encouraging. Many women are not yet empowered and do not have any power or freedom to take decisions either in their family affairs or in group they are participating. They cannot even spend their own money at their wish and will. Still lot more needs to be done on this front. Hence, government's contribution has to be immense. As per as various studies reviewed for this study, NGO's can only supplement the government's efforts. Government must focus more on providing education and empower underdeveloped and vulnerable women especially in rural areas. Furthermore, those involved in social work and in volunteering besides NGO's should be given publicly available resources like training programmes and mentoring services to support the establishment of NGOs. Undoubtedly, establishment of more NGOs will help in effectively fight against the issues faced by women, so government should encourage people to come forward and start them.

Finally, NGOs seem to have significant role in bringing drastic changes in the life style of women by providing legal awareness, light over property rights, capacity building and promotion of use of ICT. They are quite successful in making women to become independent and self-motivated and take their own decisions in matters concerning them by instilling leadership qualities and ensuring their participation. They have also contributed in increasing the literacy level and health of women. In order to make gender equality a reality, NGOs should continue their work in furthering women's cause in all walks of life like social, educational, economic and household. Unless meaningful changes are achieved in these fronts, holistic women empowerment will continue to remain elusive. NGOs have the necessary capacity to be the vehicle of change in these fronts.

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