

# ASA's Part in Women Empowerment

1P. Anjammal, 2Dr.S.Neelavathy  
 1Ph.D. Research Scholar, 2Assistant Professor  
 1Govt.Arts College for Women,  
 2Govt.Arts College for Women

**Abstract - ASA(SHG) is a tool and a ladder to the rural women for the development of their day to day life. This is a research about the ASA Grama Vidiyal SHG and its beneficiaries and Social & Economical condition and played a vital role for the upliftment of women economic conditions in Rural area of Tamilnadu.**

**keywords - Introduction, Male domination and Slavery of women , Social Status of Women, Economical growth of Women by ASA , Conclusion, References**

## INTRODUCTION

It is a truism to say that women are slaves, from birth to death. They are in tutelage to father, husband and son in succession. There is no point in brooding over the past plight of women. We should take stock of the present. Therein lies the real challenge. "SHG" play a vital role in women's empowerment by opening up opportunities for participation in Socio – Economic activities. They guarantee Self – employment and through it, contribute to the betterment of the standard of life of women and through them the betterment of families relation and social regeneration. ASA is one such SHG initiative . This article examines the role of ASA in women empowerment and development.

The ASA was started in 1986 at Edaiya Patti, Thathagavandam Patti, Kottappatti, Thirunelli Patti, Vaiko Patti in Trichy District. Later it was extended to Marungapuri an erstwhile Jamin. In 1990, ASA was registered as a public service institution. Right from its inception, it focused on women's welfare. It had a membership of just 300 rural women. It soon expanded into Land reclamation activities, dry land farming, tree planting and nursery management. Once the president of the ASA returned after special training at the Robert Chamber Institution it started opening SHG's branches in other areas, giving vocational training to women. The savings generated were lent out to the members at affordable interest rates and the corpus of RS.72000/- that accumulated was invested with the SBI, Palakkuruchi and recycled as loans to SHG members for productive activities. Soon the ASA had a membership of 150 Lakhs. The number of branches has gone up from 54 to 75.

## MALE HEGEMONY AND WOMEN'S ENSLAVEMENT

In the past, when humans were nomads or dwellers, agriculture was not known to them. It was the women who were the first readers of plants. Soon cultivation and consequently settlements, on river banks, emerged. As such settlers led to man becoming a defender and livelihood – earners and women as house holder's women thus get domesticated and there began their woeful tale of continued exploitation.

## THE STATE OF WOMEN IN SOCIETY

What started as division of labour from soon became an exploitative engine. Women were silenced, with no right to self – expressions, their views were bypassed even where they were right. Man monopolized all authority. Women were denied of Socio- political rights. They had no right to education or inheritance of property. They became just objects of lust, a means of propagating the species. Service to man and family was her destined role.

Society started conditioning right from birth to subsidiary roles. Parents are partial in treating children. Even in the matter of toys, boys are things like pistols that encourage heroism. Girls are taught of play with cooking utensils. This is also reflected in the educational scenario. Certain areas are regarded as the exclusive presence of men. Girls are marginalised.

The distribution of economic power is tilted in favour of men. Women are reduced to helpless dependence on fathers / husbands / sons for even personal expenses.

This sorry situation can be set right only through a cultural revolution. Mere legislation is not enough. We have all the laws needed, but human minds have to usher in an egalitarian - Society where gender equity prevail as a matter of.

It is towards this end that the ASA works. It seeks to promote leadership qualities among women. It helps them earn extra income of the family. So women's voices are no more unheard. Through small loans for productive purposes, the ASA can lead to a regeneration in rural households.

## ASA AND THE ECONOMIC EMANCIPATION OF WOMEN

The ASA has had a snowballing effect on rural societies. The "SHG's" under ASA have inspired other village women to the ASA model. The small loans schemes have led to the economic independence of women. Women SHG's have catalysed rural growth through productive activities. Their repayment record has been impeccable. As a result the ASA gospel has caught up and spread to new villages. It promises rural women a new era of hopefulness and pride themselves.

## CONCLUSION

The growth of ASA has been phenomenal both in quantity and quality.