

## Interventional Approach for Awareness Creation Among Rural Women

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(Received: 24 February 2023; Revised: 12 April 2023; Accepted: 18 April 2023; Published: 20 May 2023)

(Published by Research Trend)

**ABSTRACT:** The condition of women in any society is the true indicator of its socio-economic, cultural, religious, and spiritual level. The status of women in a society is directly linked with its economic position and the level of participation in economic life which, on its own depends on rights, roles, and opportunities for participation in economic activities. Women comprise nearly fifty percent of the total population. If we neglect this force, then we are utilizing only fifty percent of the workforce. Women form an essential factor in the development of any community. We as a society cannot think to build and shape the fortunes of any country without recognizing and appreciating the role and status of women. Rural women play a key role in supporting their families, and communities and spend extra time than urban women on family work, such as time spent for attaining food, nutrition security, obtaining water and fuel, caring for children and the sick, and processing food. and culturally assigned roles that seriously restrict women's participation in employment opportunities, producing. This study identifies challenges related to sociocultural barriers, economic disparities, rural-urban divide, awareness gaps, and gender bias. Societal expectations restrict women's employment and empowerment, while economic disparities limit their access to resources. In rural areas, women face a lack of awareness about rights and opportunities that hinders progress. The research paper emphasizes the significance of rural women's condition in society as a true indicator of its socioeconomic, cultural, religious, and spiritual level. It highlights that the status of rural women is directly linked to their economic position and their level of participation in economic activities.

**Keywords:** Awareness, Human rights awareness, Rural area women.

## INTRODUCTION

Women are entitled to the same number of rights and dignity as that of men. The most challenging part is the journey that these legal provisions must cover, from the papers to the realities of society. Introducing legislation will not suffice; legal instruments and legal provisions must be transformed into reality. This is also true for legal instruments specific to women. There is only one to bring positive changes in society; it is the effective implementation of the laws. This transformation is possible only when women realize that the human rights that are guaranteed to them are not charity, but it is what they deserve to enjoy being members of a civilized society (UNHR, 2014). The review of the literature provides a comprehensive understanding of the existing knowledge and research in the field of rural women's empowerment and human rights awareness. Several studies have highlighted the challenges faced by rural women in accessing education (Radiowala and Molwane 2021) and the need for educational empowerment initiatives (Kaur, 2017). Additionally, the role of women's organizations in raising awareness

of human rights in rural communities has been recognized (Ramli, 2020). Studies have also explored the level of awareness and exercise of human rights among women, including rural women (V.K. and Sasikala 2019). The Universal Declaration of Human Rights serves as a crucial document for promoting women's rights (Assembly, 1948). The importance of human rights education in India has been emphasized, particularly regarding social change and entrepreneurship (Bajaj, 2011; Kaushik *et al.*, 2006). Furthermore, the issue of domestic violence against rural women in Pakistan and its impact on health and human rights has been investigated (Zakar *et al.*, 2016). Overall, this literature review highlights the significance of addressing the challenges faced by rural women and promoting human rights awareness as a means to empower them (Soken-Huberty, 2022). The studies have shown that a significant proportion (62.00%) of migrant workers belong to the young age group (Kumar *et al.*, 2022). Education was found to be a significant factor, as it enhanced rational decision-making and increased interest in adopting such technologies (Shukla *et al.*, 2022a; Shukla *et al.*,

2022b). These findings suggest that interventions promoting the awareness of human rights related to maternal health would be appropriate (Perkins *et al.*, 2019). Overall, improving awareness and knowledge is crucial to enhance the understanding of health and hygiene among rural women (Srivastava *et al.*, 2023). Strategies such as economic empowerment, capacity building, and challenging discriminatory stereotypes are identified as important steps in preventing violence against women in rural areas.

"Human rights" are among the most important concepts of our modern time (United Nations, 2018), Activists, governments, and companies use it to take advantage of the collective understanding that all peoples have. Where do these rights come from and who protects them? What has been considered a right "Human rights are universal legal guarantees for the protection of individuals and groups against actions, which interfere with fundamental freedoms and human dignity (WHO, 1998). "Human rights refer to the concept of being human as having universal rights or status, irrespective of legal jurisdiction, as well as to other localized factors such as ethnicity and nationality" (2000).

Human rights confer the fundamental freedoms and basic liberties without which men, women, and children can't stay with respect and dignity. Basic human rights are the values of non-discrimination and equality, which contribute to constructing a culture of peace in society. In the present study, an attempt had been made to investigate the following.

### Objectives

- 1) To assess the level of human rights awareness among rural women.
- 2) To measure the level of human rights awareness among rural women and the effect of the intervention package.

### MATERIALS AND METHODS

The present study was conducted in the Samastipur district of Bihar because the selected district has a block with a low literacy rate, especially among rural women as compared to women in the municipal area. There are two rural blocks namely Pusa and Kalyanpur and two municipal areas namely Kashipur and Dharampur were selected randomly. From each selected block one hundred five (105) rural women and from each municipal area one hundred five (105) urban women were selected randomly, thus a total of four hundred and twenty (420) was the sample size for the present study.

This study primarily focused on Human rights awareness among rural women from Pusa and

Kalyanpur blocks. A standardized Human Rights Awareness Test by Sood and Anand (2020) was developed interventional package including poster, folder, video, and counseling sessions were provided to create awareness among rural women to empower them. The data were analyzed and interpreted with the help of statistical tests, z-test, and paired sample t-tests were used to compare the effect of the intervention package on rural women before and after the introduction of the interventional package.

The study followed ethical guidelines, ensuring the privacy and confidentiality of the participants' information. Informed consent was obtained from all participants, and the study was conducted with the approval of the relevant institutional ethics committee.

Overall, the materials and methods used in this study provided a robust framework for examining the challenges faced by rural women in accessing education and assessing the effectiveness of interventions in empowering them and enhancing their human rights awareness. Analysis of data that has already been acquired by others is secondary data analysis (Srivastava and Lal 2021) but in this manuscript primary data was taken to quantify Z-test.

$$z \text{ test: } z = \frac{\bar{x}_1 - \bar{x}_2 - \Delta}{\sqrt{\frac{\sigma_1^2}{n_1} + \frac{\sigma_2^2}{n_2}}}$$

$\bar{x}_1$  and  $\bar{x}_2$  are the mean of the two samples,  $\Delta$  is the hypothesized difference between the population means (here, we take it 0),  $\sigma_1$  and  $\sigma_2$  are the standard deviation of the two populations, and  $n_1$  and  $n_2$  are the sizes of the sample

$$\text{Paired Sample t-test: } t = \frac{\bar{x}_{\text{diff}}}{(S_{\text{diff}} / \sqrt{n})}$$

$\bar{x}_{\text{diff}}$  : the mean difference between the samples

$S_{\text{diff}}$  : standard deviation difference of the samples

$n$ : sample size

### RESULTS AND DISCUSSION

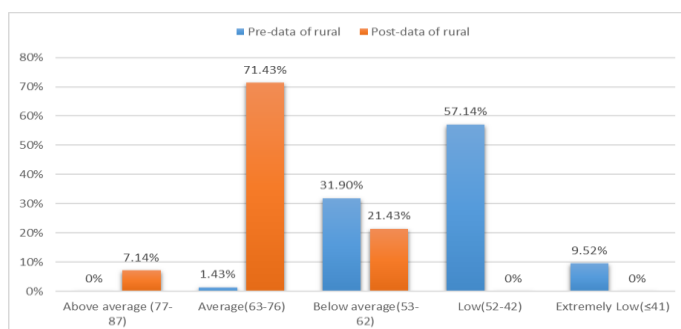
The data were analyzed and interpreted before and after the intervention of rural women. The mean score, standard deviation, and z-test for statistical analysis of an entire sample were calculated to classify human rights awareness into different levels namely Extremely high, high, above average, average, below average, low, and extremely low. Comparatively discussed between before the introduction of the intervention package and after the introduction of the intervention package in rural women.

**Table 1: Distribution of respondents according to the level of human rights awareness before and after the intervention of rural women (N=210).**

| Sr. No. | Categories     | Range  | Before the intervention of rural women |            | After the intervention of rural women |            |
|---------|----------------|--------|--|------------|---------------------------------------|------------|
|         |                |        | Frequency                              | Percentage | Frequency                             | Percentage |
| 1.      | Extremely High | 98-100 | 0.00                                   | 0.00       | 0.00                                  | 0.00       |
| 2.      | High           | 88-97  | 0.00                                   | 0.00       | 0.00                                  | 0.00       |
| 3.      | Above average  | 77-87  | 0                                      | 0.00       | 15                                    | 7.14       |
| 4.      | Average        | 63-76  | 3                                      | 1.43       | 150                                   | 71.43      |
| 5.      | Below average  | 53-62  | 67                                     | 31.90      | 45                                    | 21.43      |
| 6.      | Low            | 52-42  | 120                                    | 57.14      | 0                                     | 0.00       |
| 7.      | Extremely Low  | <41    | 20                                     | 9.52       | 0                                     | 0.00       |

The intriguing information in Table 1 demonstrated the level of awareness of human rights among pre-rural (n=210) before intervention and post-rural (n=210) after the intervention in the Human Rights Awareness test. Due to less education, low skills, disparities, low standard of living, and other social issues, the awareness level of human rights among pre-rural women was found to be 'Low' amongst more than half (57.14 percent), whereas less than one-third (31.90 percent) had an awareness that was 'Below average' mark. Moreover, less than 1/10th of the rural women (9.52 percent) had an 'Extremely Low' level of awareness, which was at the bottommost of the stratum classification. The findings also revealed that only 1.43 percent of the pre-test rural women had an 'average' level of awareness of human rights before intervention. In context with post-rural women after the introduction of a developed intervention package to improve Human

rights awareness, the data set revealed that more than three fourth of the urban woman (71.43 percent) had developed an 'Average' level of awareness of human rights which was a big increment from just 1.43 percent of 'Average' awareness level among rural women before intervention package was introduced which signifies the importance of these programs, 21.43 percent of the post-rural women had a 'Below average' level of awareness, while just 7.14 percent had an 'Above average' level of awareness level of human rights after intervention which was again an increment comparing before intervention there were none. Furthermore, the data indicated that after the introduction of the intervention package, there was a significant rise in awareness of rural women from a mean of 49.64 before intervention to after the introduction of the intervention package developed by experts with a mean score of 67.11.



**Fig. 1.** Distribution of respondents according to the level of human rights awareness before and after the intervention of rural women.

**Table 2: Statistical Comparison of the effects of the intervention package in rural women before and after the intervention (N=210).**

|                        | Before intervention of Rural women | After intervention of Rural women |
|------------------------|------------------------------------|-----------------------------------|
| Mean                   | 49.64                              | 67.11                             |
| Standard Deviation     | 5.91                               | 5.67                              |
| Observation            | 210                                |                                   |
| df (degree of freedom) | 209                                |                                   |
| Pearson Correlation    | -0.116133819                       |                                   |
| Kurtosis               | -0.2103                            | 0.399                             |
| Skewness               | -0.1279                            | 0.4157                            |
| Standard mean error    | 0.408003053                        | 0.391620394                       |

This table reveals that before intervention mean score of rural women was 49.64 a standard deviation of 5.91 which increased to 67.11 with a standard deviation of 5.67 after the intervention package was introduced, in both cases the number of observations was the same at 210, and the degree of freedom (df) was 209. The standard mean error in the case before intervention was 0.40 and after intervention reduced to 0.39. The kurtosis value before the intervention of rural women was -0.2103 and after intervention 0.399, the Skewness value before intervention was -0.1279, and after

intervention increased to 0.4157. The significant increase in the mean score for rural women after the intervention suggests that the implemented intervention package had a positive effect on the targeted rural population. The normal distribution of the data allows for the application of parametric tests, ensuring the validity of the statistical analyses conducted. These results highlight the efficacy of the intervention in bringing about meaningful improvements in the well-being or outcomes of rural women.

**Table 3: Z-test result comparison of Human rights awareness level among rural women respondents before and after the intervention (N=210).**

| Z-test Comparison            | Before the intervention of Rural women | After the intervention of Rural women |
|------------------------------|--|---------------------------------------|
| Mean                         | 49.64                                  | 67.11                                 |
| Known Variance               | 34.96                                  | 32.21                                 |
| Hypothesized Mean Difference | 0                                      |                                       |
| z                            | -30.89                                 |                                       |
| z Critical one-tail          | 1.644854                               |                                       |
| z Critical two-tail          | 1.959963985                            |                                       |

To further confirm the significance of the intervention, a z-test was conducted and the results are presented in Table 3. A z-test (two sample tests for mean) was used to determine whether there was a significant difference between the mean values of the Human Rights Awareness level after the intervention (Table 3). After applying the test, the results in Table 3 indicated that there was a significant difference due to intervention as the Human Rights Awareness level increased in terms of the mean from 49.64 to 67.11 with a 'Z' value of -30.89 which was found to be negatively significant at 1 percent level. Statistically concluding, the 'Z' value of -30.89, denotes that the impact of the interventional package was evident in the rural areas. Rural women had a significant impact due to the intervention package as in rural areas, the unit increase

was 67.11-49.64 = 17.47 which was highly laudable. This also reveals that the prevalence of Human Rights Awareness level post-intervention among rural women is much higher than before the intervention and the difference was found to be highly significant at 1 percent level.

In conclusion, the z-test results affirm the significant positive impact of the intervention on improving the Human Rights Awareness level among rural women. The intervention effectively increased awareness and knowledge of human rights in rural areas, highlighting the importance of the intervention package in promoting and advancing human rights among rural populations.

**Table 4: Whole sample comparison with Paired Sample t-test.**

|                       | Paired Differences |           |            |                                  |        | t      | df  | Significance |              |
|-----------------------|--------------------|-----------|------------|----------------------------------|--------|--------|-----|--------------|--------------|
|                       | Mean               | Std. Dev. | S. E. Mean | 95% Confidence of the Difference |        |        |     | One-Sided p  | Two -Sided p |
|                       |                    |           |            | Lower                            | Upper  |        |     |              |              |
| Pre Rural –Post Rural | -17.47             | 8.65      | .597       | -18.64                           | -16.29 | -29.24 | 209 | <.001        | <.001        |

A paired sample t-test was conducted to evaluate the impact of the interventional package developed by the experts to improve the Human rights awareness in rural areas. The results showed a significant increase in the marks scored by respondents before (M= 49.64, SD= 5.91) to after (M=67.11, SD=5.67), with t= -29.24 and

p<0.001(two-tailed) which is highly significant. The mean increase in the test scores was 17.47 with a 95% confidence interval ranging from -7.59 to -5.29. The Eta-squared statistics were found to be (.67) indicating a large effect size.

**Table 5: The study compared two groups within Rural areas of study i.e. Pusa and Kalyanpur, in terms of their rural income and rural education.**

|                 | Group Statistics   |     |      |                |                 |
|-----------------|--------------------|-----|------|----------------|-----------------|
|                 | Pusa and Kalyanpur | N   | Mean | Std. Deviation | Std. Error Mean |
| Rural Income    | Pusa               | 105 | 1.55 | .665           | .065            |
|                 | Kalyanpur          | 105 | 1.47 | .606           | .059            |
| Rural Education | Pusa               | 105 | 1.80 | .881           | .086            |
|                 | Kalyanpur          | 105 | 1.75 | .794           | .077            |

For Rural Income: Pusa group (n=105) had a mean income of 1.55 with a standard deviation of 0.665 and a standard error mean of 0.065 whereas, the Kalyanpur group (n=105) had a mean income of 1.47 with a standard deviation of 0.606 and a standard error mean of 0.059.

For Rural Education: Pusa group (n=105) had a mean education level of 1.80 with a standard deviation of 0.881 and a standard error mean of 0.086 whereas, the Kalyanpur group (n=105) had a mean education level of 1.75 with a standard deviation of 0.794 and a standard error mean of 0.077.

The t-test revealed no significant difference in rural income between the Pusa (M = 1.55) and Kalyanpur (M = 1.47) groups (t(208) = 0.94, p > 0.05), and also in the t-test of rural education indicated no significant difference in rural education levels between the Pusa (M = 1.80) and Kalyanpur (M = 1.75) groups (t(208) = 0.69, p > 0.05).

In conclusion, based on the t-test results, there were no significant differences observed in terms of rural income and rural education between the Pusa and Kalyanpur groups. These findings suggest that both

groups had similar levels of income and education in the rural context.

Overall, the results indicate that the intervention package had a substantial impact on improving human rights awareness among rural women. The increase in awareness levels, as evidenced by the higher percentage of women categorized as having an "Average" awareness level, demonstrates the effectiveness of the intervention. The statistical analysis further supports these findings, highlighting the significance of the intervention in raising awareness and promoting human rights among rural women.

## CONCLUSIONS

In conclusion, this study focused on assessing the impact of an intervention package on human rights awareness among rural women. The findings demonstrate the effectiveness of the intervention in improving awareness levels and empowering rural women in the Samastipur district of Bihar. From the analytical point of view, there is a need to promote and create human rights awareness among rural women as the result of the present study showed that the majority

of the respondent's awareness of human rights was observed to be 'low' and 'below average' before the intervention, but after the introduction of the intervention package. The result showed that there is a significant difference of 35.19 percent increase in the mean between before and after the intervention of rural women in the human rights awareness test. Hence, the role of the intervention package developed by experts was a major factor that affected and increased their awareness of human rights. Thus, concludes that people in even rural areas where the majority (47.14 percent) just qualified till matric and 57.14 percent with monthly income less than 10000 Rs (i.e. low), could be aware of human rights through the help of experts and effective intervention package. These findings highlight the importance of implementing interventions aimed at creating awareness and empowering rural women. By enhancing their understanding of human rights, rural women can actively participate in society, challenge discrimination, and advocate for their rights. An increase in 'Human Rights Awareness' decreases domestic violence in rural areas, therefore there is a strong need to develop their human rights awareness level through various interventional packages. Overall, this research contributes to the understanding of intervention approaches for awareness creation among rural women and provides valuable insights for future initiatives. It emphasizes the importance of empowering rural women, ensuring their rights and dignity, and fostering an inclusive and equitable society for all.

#### FUTURE OF SCOPE

Future research in the field of rural women's education and human rights can focus on several key areas. Firstly, new researchers can conduct in-depth analyses of specific challenges faced by rural women, such as cultural barriers or gender biases, to develop targeted interventions. Secondly, assessing the long-term impact of educational empowerment on rural women's lives is essential. This includes studying their socioeconomic development, decision-making power, and overall empowerment. Future research in the field of rural women's education and human rights can focus on several key areas. Firstly, new researchers can conduct in-depth analyses of specific challenges faced by rural women, such as cultural barriers or gender biases, to develop targeted interventions. Secondly, assessing the long-term impact of educational empowerment on rural women's lives is essential. This includes studying their socioeconomic development, decision-making power, and overall empowerment. Rural women's contribution to the rural economy is huge, thus increase in human right awareness in a rural area, leads to an increase in the rural economy and eliminate the problem of domestic violence, getting wage less than rural men for the same work, low-skilled, low or unpaid jobs with long working hours, poor working conditions and limited social protection. Finally, empowering rural women's voices and experiences through participatory research methods can contribute to their active involvement in shaping educational opportunities. These future research avenues will enhance our

understanding of the issues, inform policy decisions, and promote gender equality and human rights for rural women.

**Acknowledgement.** I acknowledge the incredible support of Sanghamitra Mohapatra for expert guidance in thesis writing and manuscript, Manju Mahananda for guidance in the result and discussion analysis part, and Aarti Singh for strong commitment, and overall valuable guidance.

**Conflict of Interest.** None.

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**How to cite this article:** Kumari Shipra, Sanghamitra Mohapatra, Manju Mahananda and Aarti Singh (2023). Interventional Approach for Awareness Creation Among Rural Women. *Biological Forum – An International Journal*, 15(5): 492-497.