

THE ROLE OF SOCIAL SERVICES IN ENSURING WOMEN'S EMPLOYMENT

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This article analyzes the role and importance of social services in ensuring women's employment on a scientific basis. The social services system is seen as an important factor in integrating women into the labor market, expanding their economic capabilities and strengthening their social protection. The article covers the main areas of social services, their theoretical foundations, practical mechanisms and their relationship with public policy. The results of the study indicate the need for an integrated social approach to increasing women's employment.

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Currently, the issue of employment of women is one of the most important areas of socio-economic policy. It is important to actively involve women in the labor market in the sustainable development of the country's economy, increasing the level of well-being of the population and ensuring gender equality. From this point of view, the system of Social Services plays a special role in increasing the employment level of women. Social services work not only as a mechanism of social protection, but also as a means of preparing women for Labor, supporting them psychologically, legally and economically (ILO, 2024).

Main part. According to the International Labor Organization (ILO, 2023), the participation of women in the labor market in the world is on average 25 percent lower than that of men. The main reasons for this discrepancy are noted as insufficient family obligations, educational opportunities and social services. NailaKabeer (2021) argues in her research that women's economic opportunities are directly related to the level of social

capital and service use. The UN Women (2022) report, on the other hand, noted that the expansion of social services would allow for a 10-15 percent increase in women's employment.

The role of social services in ensuring women's employment is explained through several theoretical approaches. First, according to gender equality theory, social services provide women with social justice by creating equal employment opportunities with men (Becker, 2020). Secondly, in human capital theory, it is seen as important that women's productivity is increased through education, professional development and professional training. Thirdly, according to social protection theory, government-provided services reduce the risk of participation in the labor market and facilitate the involvement of women in activities (World Bank, 2023).

The impact of social services on women's employment is multifaceted. Below are their main directions:

1) child care services – reduce the time deficit, which is the main problem of working women, allowing them to return to work. The development of such services directly affects the growth of women's employment. The impact of social services on women's employment is multifaceted. Below are their main directions:

1) child care services – reduce the time deficit, which is the main problem of working women, allowing them to return to work. The development of such services directly affects the growth of women's employment.

2) vocational education and training programs – prepare women for competitive areas, provide new skills and increase their value in the labor market (UNESCO, 2024).

3) employment orientation and counseling services – help women find work, provide information about labor law and opportunities in the job market.

4) psychological and social support-reduces family and social pressure, strengthens motivation in the process of returning to work.

5) Social Protection and financial assistance – microcredit, benefits and subsidies will strengthen women's economic independence (World Bank, 2024).) employment orientation and counseling services – help women find work, provide information about labor law and opportunities in the job market.

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5) Social Protection and financial assistance – microcredit, benefits and subsidies will strengthen women's economic independence (World Bank, 2024).

6) legal assistance – protection of labor rights, helps to take action against discrimination.

Political and practical recommendations. An integrated model of Social Services is important in increasing women's employment. The following recommendations will be put forward:

1. Introduction of comprehensive programs that combine child care , professional development and Employment Services; 2. Involvement of the private sector in increasing women's employment; 3. Strengthening Gender analysis and monitoring mechanisms; 4. Differentiation of services based on regional needs; 5. Political and practical recommendations

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Conclusion. The social services system is one of the main factors in increasing women's employment. They serve to ensure equality in the labor market, increase economic security and strengthen social integration. Studies show that effective social services not only increase the level of employment of women, but also their quality of life. Therefore, in public policy, it is necessary to expand the system of social services, increase financing and take into account gender equality at each stage.

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