

**WOMEN'S SOCIAL ACTIVITY IN MODERN SOCIETY: TRENDS, CHALLENGES AND PROSPECTS**

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**ABSTRACT:** This article explores the essence of the concept of social activism and analyzes the characteristics of women's activism in the modern world.

**Key words:** gender equality, social activity, feminism, modern sociology, social activity of women in the modern world.

**АННОТАЦИЯ:** В данной статье раскрывается сущность концепции социальной активности. Также анализируются особенности активности женщин современного мира.

**Ключевые слова:** гендерное равенство, социальная активность, феминизм, современная социология, социальная активность женщин в современном мире.

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Introduction. The active participation of women in social, political, and economic life is one of the most important indicators of a democratic and inclusive society. Women's social activity has become a global trend that is supported by international organizations, governments, and civil society. This paper aims to analyze the theoretical foundations, global experiences, and current challenges of women's social engagement, with a special focus on Uzbekistan's experience. Women's social activity refers to their participation in public decision-making, economic development, education, science, culture, and other fields of social life. It is rooted in feminist theory, social development theory, and the concept of human rights. According to the United Nations' Sustainable Development Goals (SDGs), gender equality is both a goal in itself and a precondition for achieving sustainable development globally.

Throughout history, women have contributed to the progress of societies, although their role has often been marginalized. The 20th century witnessed significant advances in women's rights, including access to education, political participation, and employment. The global women's movement, especially after the Beijing Declaration of 1995, has played a vital role in increasing awareness of gender equality.

In modern societies, women are actively involved in politics, science, entrepreneurship, and public life. In many countries, women hold leadership positions in government, universities, and business corporations. Globalization, digitalization, and the growth of civil society organizations have created new opportunities for women's empowerment. For instance, women's participation in entrepreneurship has grown significantly in developing countries, contributing to both economic growth and social stability.

Challenges and Barriers. Despite progress, women still face significant barriers. Socio-cultural stereotypes, limited access to financial resources, unequal pay, and underrepresentation in decision-making processes remain widespread. Violence against women, including domestic violence, is another critical obstacle that undermines women's ability to participate fully in society. These challenges require comprehensive policy responses, legal reforms, and grassroots initiatives.

Uzbekistan's Experience. Uzbekistan has undertaken significant reforms to enhance women's social activity. The establishment of the Women's Committee of Uzbekistan, legal guarantees for gender equality, and support programs for women entrepreneurs are important milestones. In

recent years, women have increasingly taken part in politics, small business, education, and healthcare. Uzbekistan's National Strategy on Gender Equality (2020–2030) aims to ensure equal rights and opportunities for women and men in all spheres of society.

Prospects and Recommendations. To further strengthen women's social activity, governments and civil society should:

- Expand access to education and professional training for women;
- Support women's entrepreneurship through credit and investment programs;
- Encourage women's leadership in politics and decision-making processes;
- Address gender-based violence through effective legal and social mechanisms;
- Foster international cooperation to share best practices in women's empowerment.

Conclusion. Women's social activity is a crucial factor for sustainable development, democracy, and social justice. Global trends show that empowering women leads to more inclusive and prosperous societies. Uzbekistan, along with other countries, is taking significant steps in this direction. However, challenges remain, and continuous efforts are needed to ensure that women's voices are heard and valued in all spheres of life.

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