



EPRA International Journal of

Socio-Economic and Environmental Outlook

SJIF Impact Factor: 4.312 Volume: 4 February - January 2017-18

GENDER ISSUES: HOW A WOMAN IS PERCEIVED IN INDIA?-A study undertaken in Nellore District

P.V.Sree Vyshnavi¹

¹MBA Student, Vikrama Simhapuri University, Dargamitta, Nellore, Andhra Pradesh, India

ABSTRACT

Women empowerment has become a significant topic of discussion now a days. It can be viewed in different ways. Do the women really feel they are empowered? What the men feel about their counter parts. What are the attitudes of women and men on aspects regarding women? Do there is a need for women to broaden their views? We tried to discuss all these aspects in this paper. India being a developing country and with blind superstitions is not an exception. In our study we tried to assess how a women perceive herself in India and what is in her reality. We also tried to found out the difference in perceptions and attitudes of men and women in gender related issues.

KEYWORDS: gender sensitivity, social change, attitude, perception, attribution and women empowerment