

WOMEN AND DEVELOPMENT: A MEDIA PERSPECTIVE

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ABSTRACT

According to 2001 census report, India has 1027 million population and the women constitute about 495.7 millions in India. The builders of Indian Republic and founding fathers of Constitution of India had considered it necessary to provide specific safeguards and promotional opportunities in the constitution for the empowerment of women. Incorporation of women's lives, problems and perspectives as a legitimate area of concern, scientific enquiry and understanding within various disciplines is indeed a healthy development in a sub-continent like India. After independence, the founding fathers of Indian Constitution decided to secure social, economic and political justice for all citizens irrespective of race, religion, region and sex. They also considered it necessary to provide specific safeguards in the Indian Constitution for the women who have remained in the last rung of the social and economic order. The role of media in the empowerment of women was identified as an area of critical concern at the Fourth World Conference on Women in Beijing in 1995. In addressing the issue of mobilization of media for the empowerment of women, governments, media institutions and other authorities should promote an active and visible policy of mainstreaming a gender perspective in the management of media institutions.

KEYWORDS: Women, Indian Society, Decision Making, Earning, Working Women, Women Empowerment.