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CONTRIBUTION OF WOMEN IN INDIAN POLITICS AND THE POSITION OF MEDIA

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Abstract:

Political contribution of women in any country gives an impression of how women are treated in civilization. The development of any country also depends on the equal contribution of men and women. Since women's occurrence is seemed to be low in Indian policy, it is the duty of every human being to make them conscious of their rights and motivate them for participating in conventional politics. The establishment of India not only guarantees sameness in society but also suggests states to make particular provisions for women.

Keywords: Participation, Empowerment, Obstacles, Decision Making, Media.

INTRODUCTION:

The Women still are hostility for equal status in society. Because of their low depiction in Indian politics, their issues and evils are generally unnoticed and unnoticed. Their true demands are not raised before the decisions makers. Women need be dependent to make their own decisions. The media plays a important role in formative how women in politics and executive bodies are viewed and apparent by society in general. It does not only play a significant role in determining the values of society but also reflects those values. It plays the role of a grass, educator and a mediator for social change. To have strong elected governance, women's equal contribution is must and therefore their contribution to this processes needs to be analyzed in the suitable context by the media. There cannot be a real democracy if the voices and issues of women that constitute half the people of the country are ignored or sidelined. This paper analyzes the role of media about women's contribution in national politics and also analyzes whether or not women's voices and issues are expressed to the public as matters of significance.

OBJECTIVES OF THE STUDY:

The specific objectives of the present study are as follows:

1. To know the need of women Empowerment.
2. To study the impression Women in Indian politics.
3. To identify contribution of women in the position of media
4. To analyze the obstacles in women's partial association.

Research methodology:

This is basically descriptive analytical in nature. In this paper an attempt has been taken to analyze the contribution of women in Indian politics and the position of media. The data used in it is purely from secondary sources according to the need of this study. Secondary data that are collected from various sources. Some sources including internet, and external sources, books, were used.

WOMEN IN INDIAN POLITICS: AN OVERVIEW:

It is very complex for a woman to make up her mind to enter politics. Once she makes up her own mind, then she has to arrange her husband, and her children, and her family. Once she has overcome all these obstacles and applies for the ticket, then the male aspirants gains whom she is applying makeup all sorts of stories about her. And after all this, when her name goes to the party bosses, they do not select her name because they fear trailing that seat.' The above quote of Sushma Swaraj (Union External Affairs Minister) gives a sight of reality that how women have to face so many evils and criticisms while incoming the politics. India, being the largest democratic country in the world has very low depiction of women in politics. Lesser women are seen in holding key positions and decision making positions in the political arena. The marginalization of Indian women in politics is as old as the Indian society. Their low depiction in political sphere is one of the main reasons for the elimination of the interests of women in governance and growth paradigms. They have been kept aside from political dialogue since their childhood. Men and women have always evenly shared their dedication towards the development of the nation. They have worked shoulder to shoulder with their male counterparts in pre independent as well as post independent India. Contribution of Rani Laxmi Bai, Durga Bai Deshmukh, Savitribai Phule, Sarojini Naidu, Annie Besant, Madam Bhikaji Cama, Begum Hazrat Mahal, Aruna Asaf Ali, Kasturba Gandhi, Kamala Nehru, Vijaylaxmi Pandit, Sucheta Kriplani. Padmaja Naidu, Kalpana Dutta, Raj Kumari Amrit Kaur, Kamaladevi Chattopadhyay, Sister Nivedita, Margaret Nobel, Mira Alphonse, Meera Behn, Sarla Bhen, etc. in the Indian freedom effort is highly perceptible. But their work was always kept ignored. Women's contribution in politics of any country gives a muscular message globally not only in terms of impartiality and freedom of liberty but also in the space provided for

women in the elected structure of electoral politics. India has one of the strongest laws that supply women a life with full honor and dignity. But the customs, patriarchal set ups and communal norms have always treated them as subordinate to men. They are always taught to be passive. Because of uneven allocation of resources, women do not have adequate resources, be it economic, material or human. Women are predictable to work in private sphere only and are generally barred from working outside their homes. Their financial reliance over men also keeps them away from strong political affiliations. The policies usually are made as gender blind because of male domination over policy framing. Keeping women away from public sphere brings lack of political will amid themselves. Because of patriarchal set up and male supremacy over political parties, women do get probability of contesting elections. The parties do not connect and promote women in its resolution making policies while finalizing their contestants. Women coming from less privileged background, without any political cleavage by virtue of birth, marriage or other close relation political cleavage have to face molestation and sexual nuisance like situations. Because of the fear of harassment or aggression, they do not show their full attention in political activities.

OBSTACLES IN WOMEN'S POLITICAL CONTRIBUTION:

Illiteracy is one of the main hurdles in making women as politically empowered. Because of lack of perceptiveness they do not know about their basic and political rights. The parties not only discriminate in terms of seat allotments in the elections, but also in the party ranks. Patriarchal perspective of India is also the reason for non involvement of women in the political arena. There are many reasons which are restricting women from being politically active. These reasons comprise the existing societal value system, the private-public split in terms of domain recognition and male preponderance in political institutions. Because of their low amount in inside political party structure of India, they are botched to gather resources and support for development their political constituencies. Women do not get sufficient financial support from the political parties to contest the elections. Conventional roles assigned to them are also major constraints in women's political participation. Because of uneven allocation of resources or lack of resources and lack of education, they do not avail sufficient political training. Societal and cultural norms imposed on women bar them from inflowing politics. They have to accept the dictates imposed on them and bear the burden of society. They also bear their deprivation and undermining status thinking as a culture of the society. The society is full of prejudices and a victim of lack and poor awareness. Lack of participation of women in community based activities is also one of the major constraints. Almost all the resources are controlled by the male counterparts. Women do not have any say in these resources. They also do not own income generating opportunities. Poverty is also a great challenge in realizing women's political participation. The girl child in a poor family is the main victim and has to face many problems. The rate of school drop outs is also found to be comparatively higher in case of women. Because of the social and cultural norms, women's mindset is developed in a sense to accept that they are of a lower class than men because this has been the point of view of many in the society. On the one hand, women's literacy rate is improving. But on the other, rare women

are found in higher studies because they are made to leave the schools immediately after completing their basic studies. Caste system or class structure prevalent in society is also a big hurdle. Women of lower caste could not attend schools because of the low level of income of their families. These women got themselves indulged in less paying work to take care of their families. Mostly women in India do not own lands and properties. They even hardly get any share in their parent's property. Women not only have lack of awareness about their rights enshrined in India constitution but also the lack of political will. Women's low health status in the country is also a major constraint in women's participation.

ROLE OF MEDIA IN CHANGING THE MINDSET OF SOCIETY

Breaking all the barriers, women need to be active participants in mainstream politics. This is not doable without making them politically aware. Media, which is careful to be the best medium of creating consciousness among society, needs to play a proactive role. In case of highlighting women's issues, media role has been a substance of debate. Media stereotyped the image of women as homemakers and limited to private globe only. It sometimes does not focus on woman's political presentation. Their values, beliefs and experiences are not only unnoticed by the media but also their attention in political participation is criticized citing the reasons of educational beliefs. Mainstream media is the source of information for every citizen. Populaces get political news and information through television, newspapers, magazines, and radio and news websites. Up to some amount, media is proved to be the strong medium of making women as politically empowered. Women succeeded build a sense of who they are and who they could be. It not only educates the masses but also keeps occupied with the wider world. Media is the backbone of democracy which not only informs us about social, political and economic actions incident around the world but also teaches the ways of existing a healthy life. Because of its wide reach, it can spread message to the large spectators in a very short time. It informs the masses about government policies and programs and also tells them how these programs can be helpful to them. It has the power to change the attitude of public. Acting as an agent of social change, media is a tremendous source of information for individuals as well as in society. Media highlights the people's evils and brings them before the policy and decision makers. By shaping the public opinion, media can be an gadget of effective mobilization of national progress. This is the only way for a democracy to survive which not only draws attention to the bad policies of the government but also draws support for the positive initiatives. The media's autonomy has been reflected in their fast growing diversified content. In this fast growing world, it is also indispensable to have a diverse range of media channels and groups. Along with mainstream media, alternative media also have a great impact our audiences for getting information. Mass audiences receive a broad gamut of information from varying sources. Because of availability of diverse sources of information, people can make their own judgments and form their own opinions. The shortcomings of the conventional media can be overcome by supporting alternative media, in both print and electronic like citizen journalism that gives an individual ample of opportunities to produce and distribute information and opinions that are marginalized by the typical media. The media must be free

from persons with vested interests like politicians and the advertisers. Certainly, media has played vital role in creating awareness among women and in empowering them up to some level. Media helps women in identifying and adopting the ways of self actualization. Women are also flatteringly very active in journalism profession. Formerly, they were rarely seen in journalism. But now, they are seen sitting with policy makers as well. To make change wherever, one has to be the part of that group to modify the pigeonhole. Media's role is sometimes criticized for not addressing serious issues about utilization and uneven treatment of women in different spheres. Its role is also criticized to sensationalize the issues and use women as service for seeking the attention of viewers. Women's image is seen as compliant to men. Women's issues rarely got space in the important stories of front pages.

CONCLUSION:

Media has been fruitful up to some scope in supporting the efforts and movements for women's liberation and truly highlighting the status of women in civilization. It has the power of reinforcing the stereotyped images of women and their roles in civilization. A lot of work needs to be done for making women as identical partners in the political processes. Cultural and social barriers are to be looked open with solemn concern. Communication is equally essential like food, shelter and health for people. The media is advantaged to democratize the communication by on condition that a platform for public debate and reconstituting resident as a public body in the form of public attitude. For more impact, public communiqué should also be made an integral part of democracy. It is the high time that media should stress women's achievements with somber concern so that more women could get inspirations to be a part of social change and democratic process. Media has to be practical in this context and needs to report in a positive manner that will bring out the fact that they are able and effectual leaders. There is a long involvement between media and politics. No country could be developed unless the women are politically empowered. Media should know women politicians, their voices, their contributions in decision-making and highlight women's issues and also value the work done by women in order increase their liking towards political system. During electoral campaigns, media. Houses and publications should provide gender-sensitive treatment of elections. These information tools should also avoid harmful stereotypes of women rather highlight women's image as effectual leaders of the country. These should not be any bias on the grounds of sex during coverage of elections. Electronic media should specifically broadcast such programmes that can instruct women about their civic and political rights. Print media should also cover such stories so that more women could be aware of.

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